



SAINT BRIGID OF KILDARE

Social Media Guidelines

Introduction

New communication vehicles now enable virtually anyone to create and be a part of online communities where people can discuss St. Brigid of Kildare events and spread the Catholic faith through their sharing of stories, photos, videos and other types of media. Using media and new technologies to communicate with others and spread the faith can be a very positive experience. But the creation and maintenance of these channels requires forethought, care and responsibility. For that reason, Saint Brigid of Kildare has developed the following guidelines to navigate the use of social media channels and to protect our youth. These guidelines are a complement to Protecting God's Children and the Diocese of Columbus social media policies.

Social Media and Youth Protection

Everyone should review and strictly adhere to the terms of service and existing guidelines outlined by each social media channel (e.g. Facebook, Twitter, YouTube, etc.). Safety and youth protection should be a key focus. Keeping children and their privacy safe, both online and off, should always be at the forefront of any considerations where social media usage is concerned.

To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public. This enables administrators to monitor all communication and help ensure there is no inappropriate communication. If you feel information you seek to share via social media channels should not be shared in public, you should not share that information via social media.

Two-Deep Ministry

Abiding by "two-deep ministry" that governs all youth activities also applies to use of social media. Two-deep ministry means at least two Protecting God's Children certified and parish-approved volunteers or employees must be present around minors at all times.

As it relates to social media, two-deep ministry means that there should be no private messages and no one-on-one direct contact through email, Facebook messages, Twitter direct messages, instant messaging (Google chats, etc.), or other similar messaging features or video communication (e.g. Skype, Google Hangouts, Facetime, etc.). All communication between adults and youth should take place in a public forum (e.g. the public Facebook or Twitter page), or at a bare minimum, electronic communication between adults and youth should always include one or more authorized adults openly "copied" (included) on the message or message thread.

Parents must have access to everything provided to their children. For example, parents must be made aware of how social media are being used, be told how to access the sites, and be given the opportunity to be copied on all material sent to their children via social networking (e.g. the ability to follow the accounts -- they cannot be closed to students-only).

Photo and Video Permission

Be sure to have permission from a minor's parent or guardian before sharing or posting online any pictures, videos, or other information that may identify that minor.

If you would like to share photos or videos of a youth program online on behalf of Saint Brigid of Kildare, send the photos or video to the communications director (Allie Wing, mrs.wing@stbrigid-school.org) for posting on the official Saint Brigid of Kildare Facebook page, Twitter accounts, Instagram account, website, or athletics website.

Saint Brigid of Kildare Official Social Media Sites

The following websites and social media accounts are owned, monitored and administered by Saint Brigid of Kildare employees. Written or digital photo permission is required from the parents of all minors before any photo or video can be posted to these sites. Photo permission can be kept within each parish organization, but must also be kept with the communications director (Allie Wing, mrs.wing@stbrigid-school.org), and/or the safe environment coordinator (Stacey Nerone, snerone@stbrigidofkildare.org). Photo permissions are updated yearly.

Before creating a new Saint Brigid of Kildare social media site, permission must be granted and the account name and login credentials must be sent to the parish communications director. At least two Saint Brigid of Kildare employees must be included as a manager on the account (or provided the login information).

Official Saint Brigid of Kildare Social Media Sites include:

1. www.stbrigidofkildare.com
2. www.stbrigidofkildare.org
3. www.gowolfhounds.org
4. Saint Brigid of Kildare School Facebook Page
5. Saint Brigid of Kildare Parish Facebook Page
6. @StBrigidParish Parish Instagram Account
7. @StBrigidKildare Twitter Account
8. @StBrigidParish Twitter Account
9. @StBrigidRelEd Twitter Account
10. @stbrigid_youthmin Instagram Account
11. @stbrigid_youthmin Twitter Account

Saint Brigid of Kildare Non-Official Social Media Sites

If a group (e.g. sports team, Boy Scouts, etc.) would like to create a social media page for communication among adults of the group, they may do so. Please notify the communications director that a page has been created. We

encourage these accounts to be closed (i.e. not viewable by the public). The purpose of these accounts would be to communicate or share photos among members in a private, safe, members-only environment. If you would like to promote photos to the larger public, please send them to the communications director who will post them on behalf of an official social media account.

When creating and using non-official social media sites, Saint Brigid of Kildare Parish and School logos may not be used. When naming the group, do not make it look as if the page is an official Saint Brigid of Kildare page.

Best Practices

To establish efficient and clear communication and to always protect the youth and leadership of any parish program or organization, abide by the best practice guidelines listed below in all electronic communications.

- Remember that all social media channels are, by nature, designed to be social, that is, shared with members of the public. Whatever social media activities you engage in should be completed with the understanding that the public will see them and may engage in an online dialogue with you as a result.
- Do not post anything on social media that reflects poorly on you, your ministry or organization, Saint Brigid of Kildare, or anyone else.
- Listening is just as important as speaking in these channels -- so be prepared to listen and monitor for any comments or dialogues on these channels.
- If negative comments or dialogue are posted, do not engage in negative dialogue or responses back. Instead, acknowledge the comment (or delete it if it is inappropriate), and move the conversation offline if possible. Notify the communications director (Allie Wing) of any negative comments or dialogue.
- Personal sites of church personnel should also reflect Catholic values. Church personnel are witnessing to their faith through all of their social networking, whether “public” or “private.”
- Report unofficial sites that carry the parish or school logo to the parish communications director or pastor. It is important that the parish and school are able to protect their brand and identity.
- Volunteers at Saint Brigid of Kildare may not identify themselves on any manner of social media in ways that may appear to indicate employment. This includes sending out emails or communication that appear they come from Saint Brigid of Kildare Parish or School.
- If a student/minor contacts you privately (i.e. emails you or sends a one-on-one message), always include their parent on the reply.
- If an adult wants to take video of minors (e.g. a coach making an instructional video recording athletes), permission must be granted from the parents of the children in the video (including the opposing team if applicable), and parents must be made aware of the purpose of the video.

References

Diocese of Columbus Social Media Policies:

<http://education.colsdioc.org/Portals/3/OCS/Policies/5000%20series%20policies%20-%20reviewed%208.11.pdf>