

**ARCHDIOCESE OF WINNIPEG
SOCIAL MEDIA POLICY**

TABLE OF CONTENTS

1.	Introduction.....	2
a.	<u>Who/Whom does this policy apply to?.....</u>	<u>2</u>
b.	<u>What is Social Media?.....</u>	<u>2</u>
c.	<u>Types of Social Media.....</u>	<u>2</u>
d.	<u>Social Media Content and Characteristics.....</u>	<u>4</u>
2.	Applicable Laws and Application of other Archdiocesan Policies.....	4
a.	<u>Applicable Laws and Policies.....</u>	<u>4</u>
b.	<u>Canon Law.....</u>	<u>4</u>
c.	<u>Use of Archdiocesan Logos and Trademarks.....</u>	<u>4</u>
d.	<u>Use of Social Media Must Reflect the Values of the Archdiocese of Winnipeg....</u>	<u>4</u>
3.	Social Media Policies.....	5
a.	<u>Support the Archdiocese of Winnipeg’s Mission and Vision.....</u>	<u>5</u>
b.	<u>Required Number of Social Media Administrators.....</u>	<u>5</u>
c.	<u>Personal Social Media Accounts must not be used as official Parish/Mission Social Media.....</u>	<u>5</u>
d.	<u>Photos.....</u>	<u>5</u>
e.	<u>Non-permitted use of Social Media.....</u>	<u>5</u>
4.	Protection of Children & Vulnerable Persons.....	6
a.	<u>Sharing of Photos.....</u>	<u>6</u>
b.	<u>Protection of Children and Vulnerable Persons.....</u>	<u>6</u>
c.	<u>Communication with Children and Youth through Social Media & other Online Media.....</u>	<u>6</u>
d.	<u>Parental Consent.....</u>	<u>7</u>
e.	<u>Friend Requests.....</u>	<u>7</u>
f.	<u>Private Communication with Children is never permitted.....</u>	<u>7</u>
5.	Moderating User-Generated Content Such as Posts on an Official Page, or comments.....	7
a.	<u>Responding to Comments on Social Media.....</u>	<u>8</u>
6.	Official Archdiocesan Social Media.....	8
a.	<u>Approved Official Archdiocesan Social Media.....</u>	<u>8</u>
b.	<u>Objectives of the Archdiocese of Winnipeg Official Social Media.....</u>	<u>8</u>
c.	<u>Administration of Official Archdiocese of Winnipeg Social Media.....</u>	<u>8</u>
d.	<u>Requests for further Official Social Media Pages.....</u>	<u>9</u>
7.	How to Contribute Content to be Posted onto Official Archdiocesan Social Media.....	9
a.	<u>Content that will be considered for posting onto Archdiocesan social media.....</u>	<u>9</u>
b.	<u>How to submit content to be considered for posting.....</u>	<u>9</u>
8.	Reporting Policy Violations.....	10
a.	<u>What to report.....</u>	<u>10</u>
b.	<u>Warning System Option.....</u>	<u>10</u>
c.	<u>Inappropriate Content by Volunteers/Church Employees.....</u>	<u>10</u>
d.	<u>Determining if a Violation of this policy has occurred.....</u>	<u>11</u>
e.	<u>Periodic Review.....</u>	<u>11</u>

ARCHDIOCESE OF WINNIPEG SOCIAL MEDIA POLICY

1. **Introduction**

Social media has become a tool to communicate, to connect with a community, and share information with many people instantly. **If used improperly, it can damage a corporation or individual's reputation, spread misinformation, and change the impact of an organization's message and perception in minutes.**

a. **Who/Whom does this policy apply to?**

This policy applies to:

- all offices of the Archdiocese of Winnipeg and the Catholic Centre,
- all parishes and missions within the Archdiocese of Winnipeg,
- all clergy, parish staff, and ministerial volunteers,
- and all employees and volunteers of the Archdiocese of Winnipeg.

b. **What is Social Media?**

For this policy, the term 'Social Media' includes, without limitation, the websites, applications, services, and tools that enable users to create and share content or participate in social networking¹.

c. **Types of Social Media**

Some popular Social Media tools include:

- **Blogs**: short for "web log," a blog is an online journal in which pages are usually displayed in reverse chronological order, showing the newest entry first. Blogs can share lengthier articles. The Archdiocese of Winnipeg currently does not have an official blog.
- **Social Network Sites**: A social network site is any website that allows individuals or groups to create a public or semi-public profile, connect with users they know or have shared interests, and interact with that network. Popular social networking sites today include Facebook™ and LinkedIn™
 - **Official Facebook™**: <https://facebook.com/archdioceseOfWinnipeg>
Currently, the Archdiocese of Winnipeg's Facebook page has over 1600 "likes" from people who are following along, being informed, engaging with posts, and being inspired by our content. The Communications Office shares the latest news, photos, videos, and reminders for special events in our archdiocese and from the Vatican daily. The Communications Office also posts links to Mass videos, readings, images (Saint feast days, for example), and other relevant faith resources.

¹ <https://www.merriam-webster.com/dictionary/social%20media>

- **Official LinkedIn™:** <https://www.linkedin.com/company/archdiocese-of-winnipeg>
LinkedIn™ is a business-oriented social networking service that connects people professionally. Employees of the Archdiocese of Winnipeg may choose to “follow” the Archdiocese’s profile page and get updates on career updates and other relevant news.
- **Status-update service of microblogs:** A status-update service or microblog is a service that allows people or groups to share short updates or announcements about themselves or an organization they represent. They can follow other people’s groups or groups’ updates as well. A popular microblogging site is Twitter™.
 - **Official Twitter™:** <https://twitter.com/Archwinnipeg>
The content posted here is very similar to what the Communication Services Office shares on Facebook, but in a shorter format and usually with links to an accompanying webpage with more information. During more significant Archdiocesan events or other occasions attended by the Archbishop, the Communications Office may “live tweet” to keep followers updated on events as they happen.
- **Media-sharing Sites:** allow people or groups to post videos or photographs to share with others. Examples include YouTube™ or TikTok™ for videos and Instagram™ for pictures.
 - **Official YouTube™:** <https://www.youtube.com/user/ArchWinnipeg>
The Archdiocese of Winnipeg’s official YouTube channel includes the live stream of the weekly Sunday Mass at St. Mary’s Cathedral. The channel also features various playlists that feature Archbishop Gagnon’s Friday Report, clips from special events, interviews and other videos relevant to our Archdiocese.
 - **Official Instagram™:** <https://www.instagram.com/archdioceseofwinnipeg/>
Instagram™ is an online mobile photo- and video-sharing service. The Communications Office posts prayer graphics, event reminders and timely infographics here. Photos of activities happening in parishes, schools and communities from across the Archdiocese are also shared.

All categories have overlapping content to some degree. For example, you can share photos and videos on Facebook™ and link them from Twitter™, etc. We tend to cross-post our content across various channels to reach the maximum number of people.

- **Official Archdiocesan Social Media Page:** refers to the Facebook, Twitter, Instagram and YouTube pages and accounts currently used by the Catholic Centre’s Office of Communications Services. Their handles and usernames are @archwinnipeg or @archdioceseofwinnipeg
- **Official Social Media Page:** refers to the Facebook, Twitter, Instagram, YouTube or other social media platforms being used by a particular parish or mission within the archdiocese.

- **Personal Social Media account:** a social media account (not an official page) belonging to an individual. (i.e., a member of the clergy, an employee of a parish or youth group facilitator, etc.)

d. Social Media Content & Characteristics

Social Media Content: the specific messages, photos, videos, etc., that are shared through social media sites.

Characteristics of Social Media:

- Persistence: Content posted on social media sites may remain there permanently.
- Replicability: Content can be easily copied and shared.
- Searchability: Content can be found easily through search engines (Google™, etc.)
- Accessibility: social media can be used anywhere, at any time, wherever an Internet connection is available.

2. Applicable Laws and Application of other Archdiocesan Policies

a. Applicable Laws and Policies

In addition to this policy, all Archdiocese of Winnipeg social media must:

- Follow all applicable Canon Law,
- Follow all applicable criminal and civil laws,
- And comply with all internal policies of the Archdiocese of Winnipeg. This Social Media Policy does not replace, but instead supplements any internal policies of the Archdiocese of Winnipeg.

b. Canon Law

No association, private or public (as defined in canon law), is to assume the name Catholic in its public or private communications without the consent of the competent ecclesiastical authority in accordance with Canon 300. The competent ecclesiastical authority to grant consent is determined by Canon 312.

c. Use of Archdiocesan Logos and Trademarks

Church personnel may use Archdiocesan or related logos and official photographs on websites/blogs/Social Media tools that have any official affiliation with the Archdiocese of Winnipeg and are subject to review by a supervisor. Church personnel may not use the Archdiocesan or affiliate trademarks or logos on their personal social media in any way that suggests or implies approval, endorsement or oversight by the Archdiocese of Winnipeg. Please see the Graphics Standard Manual, here: <https://www.archwinnipeg.ca/main.php?p=145>.

d. Use of Social Media Must Reflect the Values of the Archdiocese of Winnipeg

Anything published on social media should be considered as public, for example, a homily from Mass or a prayer service, press releases issued by the Archdiocese, notices in the parish bulletin or

interviews with a radio, television, or newspaper reporter. Remember, whatever is published on social media or on any other online forum is permanent and must directly reflect the Archdiocese of Winnipeg's policies and Canon Law.

3. Social Media Policies

a. Support the Archdiocese of Winnipeg's Mission and Vision

All social media made on behalf of the Archdiocese of Winnipeg, its parishes, missions, clergy, staff and volunteers should only be used to support the Archdiocese of Winnipeg's mission and vision.

b. Required Number of Social Media Administrators

Any official social media page, which represents the Archdiocese of Winnipeg, one of its offices or ministries, parishes, missions, or associates, **must be administered by at least two (2) adults.** The Pastor or Parochial Administrator, in consultation with the Parish's Pastoral Council, will name the official administrators of an Official Social Media Page. One of these delegates with administrative rights must be a supervisor. Username, password, and full administrative privileges must be granted to these delegates (when applicable). Delegates may include the parish priest, secretary, youth ministry coordinator, catechism coordinator, member of a parish council, a trusted volunteer, etc. More than two delegates may be named.

c. Personal Social Media Accounts must not be used as official Parish/Mission Social Media

Henceforth, any and all official Facebook™ or other social media accounts representing the Archdiocese of Winnipeg, one of its offices, parishes or missions should be a 'Page' and should not take the form of a personal account (as per the Facebook™ User Policy, available at www.facebook.com/policies). A Facebook™ personal account is stand-alone, whereas a Page is created from within a personal account. Parishes or organizations currently using a personal account as an official ministry page are required to delete the said account in favour of an official 'Page.'

d. Photos

Where attendance at publicly held Church events (Mass, other parish celebrations) may result in photographs/videos recorded that may be broadcast or shared in any number of media, including local parish websites or other communication tools, a verbal announcement or advertisement should be made available prior to the commencement of the event. Wherever possible, Church personnel should make every attempt to obtain verifiable consent from participants.

e. Non-permitted use of Social Media

Parish/ministry/Archdiocesan office web pages, blogs or social networking pages or accounts must not be used for:

- Conducting outside/personal business.

- Defaming the character of any individual or institution or violating the right of every person to protect his or her privacy (Canon Law 220).
- Discrediting the Archdiocese of Winnipeg, the Catholic Church, or our partners, promoting a specific political agenda.
- Disclosing any confidential information related to the Archdiocese of Winnipeg or any other individual without explicit consent (e.g., financial information, salary, health information, or any other information of a personal nature which may have been shared in confidence).

4. Protection of Children & Vulnerable Persons

a. Sharing of Photos

Church personnel are forbidden from posting or distributing any personal information, including photos and/or videos, of any children or youth, without obtaining the meaningful consent of a parent or guardian. From a privacy perspective, there are three age categories when determining how to obtain meaningful consent: children (under 13 years of age); youth (13-17 years of age); and adults (18 years of age and older). In the case of youth (13-17 years of age), the individual themselves should also agree. Personal information includes full name, home address, telephone number, email address, images and recordings or any detail that would allow someone to identify or contact a child or youth. Meaningful consent can be obtained through a release/waiver form, an email from a parent or guardian, or spoken permission by a parent or guardian with another adult present. The following individuals should provide meaningful consent: parents or guardians are to consent for children; youth should consent for themselves, with the additional consent of a parent or guardian for general legal compliance; and adults should consent for themselves.

It is recommended that, for any event/ministry requiring a registration/permission form, a clause seeking permission to post photos/videos from such activities on a parish website or social media channels be included. (A statement with a simple check box should suffice.) The Archdiocese of Winnipeg will review any alleged violations on a case-by-case basis.

Tagging Minors in Photos: It is strongly recommended that minors not be “tagged” in photos posted to Social Media Accounts.

b. Protection of Children and Vulnerable Persons

Church personnel of the Archdiocese of Winnipeg and its parishes/missions will comply with all aspects of our **Archdiocese of Winnipeg Policy for Protection of Children, Youth and Vulnerable Adults, which includes The Archdiocesan Response to a Complaint of Sexual Abuse of Minors by Volunteers or Employees**, accessible at www.archwinnipeg.ca/main.php?p=29. This policy also outlines the Archdiocesan procedure to report/investigate incidents of abuse or misconduct.

Protection of Vulnerable Persons: Clergy, staff and volunteers (church personnel) of the Archdiocese of Winnipeg and its Parishes and Missions will comply with all aspects of our Safe Environment Policy, accessible at www.archwinnipeg.ca/main.php?p=29. The policy also outlines the archdiocesan procedure to report/investigate incidents of abuse or misconduct.

c. Communication with Children and Youth through Social Media & other Online Media

The primary purpose of electronic communication with a child or youth shall be for providing information related to a ministry or event and not for socialization or other personal interaction. Counselling of children through electronic methods, such as social media, is not permitted. For official ministry communication, there must be at least two adults with administrative rights for each social media account. Personal social media accounts must not be used for ministry communication.

d. Parental Consent

Adults must not be in electronic communication with children or youth unless their parent/guardian is sent a Carbon Copy or their parent/guardian has authorized such communication (see below). Parents must be notified of these methods of communication that are used in each ministry and must be granted access to such communication if requested at any time. Parent authorization must identify the type of communication (e.g., email, Facebook, Twitter, Instagram, etc.), the youth's specific contact information and contact information for parents/guardians.

e. Friend Requests

Adults must not initiate "friend" requests with children or youth. However, they may accept "friend" requests from children or youth involved in the ministry that the adult in question is leading.

f. Private Communication with Children is never permitted

Personal Social Media accounts should never be used to contact children or youth. If children or youth contact adults engaged in ministry directly through their social media accounts, the adult in question should immediately move the conversation to an Official Social Media account. To do so on Facebook, the child or youth will need to initiate the conversation through the official Page (the adult may respond with a quick prompting to continue the conversation through the Official Page's messaging), as Facebook forbids starting a conversation through a Page as per their spam policy. The reply and all further communication should occur from this Official Ministry account. These should never be deleted.

Online "chatting" with children or youth is not permitted unless it is through an Official Social Media account and unless it pertains strictly to communicating ministry information. Online "chatting" must never be used to discuss items of a personal nature.

Acceptable hours for communication with children or youth via other electronic communications shall be between 8:00 a.m. and 8:00 p.m. Communication outside of these acceptable hours may be used only in emergencies or to communicate time-sensitive information related to the ministry or ministry-related events.

5. Moderating User-Generated Content Such as Posts on an Official Page, or comments

Social Media may allow for two-way dialogue. The New Evangelization may lead to bridges being built with many people of different backgrounds and religious confessions. The Archdiocese of Winnipeg is open to dialogue with society and receiving honest feedback. However, a good balance

must be maintained between encouraging honest dialogue while also maintaining a positive, uplifting, and respectful tone.

a. Responding to Comments on Social Media

If user-generated content comes from an opposing view and does not significantly disrupt the positive environment promoted by the official page, then page administrators may reply to such comments, in order to build an open and honest dialogue with God's people. Administrators must remember that replies to comments are public. Only Private Messages remain private.

6. Official Archdiocesan Social Media

a. Approved Official Archdiocesan Social Media

The Archdiocese of Winnipeg will have only one Official Archdiocesan social media page per social media platform, which will represent all its offices and ministries, except for the office of the Archdiocese of Winnipeg which will retain its own Official Social Media Page: The Office of Youth and Young Adult Ministry (OYYAM). As part of OYYAM programming, the YouthInk Social Media accounts are also included and approved.

Official Archdiocesan social media is a single, unified voice for the Archdiocese, which will serve as a communication tool for its offices, ministries, and will also serve as a tool for teaching and evangelization.

b. Objectives of the Archdiocese of Winnipeg Official Social Media

The Archdiocese of Winnipeg will utilize social media to accomplish the following three objectives (*In no particular order*):

- To reach the faithful from all corners of our Archdiocese with **testimonials, spiritual reflections and invitations to prayer**, to increase the sense of unity through online communication.
- To reach the faithful of our Archdiocese with **news, events, and activities**.
- To reach **lapsed Catholics and non-Catholics** with the Gospel message.

c. Administration of Official Archdiocese of Winnipeg Social Media

The Archdiocesan Director of Communications is the first point of contact for all Official Archdiocesan social media and will administer the Official Archdiocesan social media pages.

The director's responsibilities will include:

- Collecting all content (e.g., stories, photos & images, videos, announcements from Archdiocesan offices, ministries, parishes, or missions).
- Approving all proposed content and ensuring that any content posted onto Official Archdiocesan social media is in line with the Archdiocesan Social Media Policy, that it measures up to the highest level of quality, and that it provides a consistent and clear message.

- Creating quality content that will help fulfil the three objectives of the Archdiocese of Winnipeg Social Media.
- To create and maintain a positive social media presence, the Archdiocesan Director of Communications Services is available as a resource for limited guidance or consultation to any Church personnel who have been given privileges to post or administer any social media account tied to the Archdiocese of Winnipeg or a related parish, mission, or school. It is the full responsibility of Church personnel to create and manage their own Social Media Page

d. Requests for further Official Social Media Pages

Should a need arise for an office or ministry of the Archdiocese to have its own Social Media Page, a request outlining this need and detailing the rationale will be presented to the Director of Communications for approval. Final Approval is reserved to the Archbishop or his delegate. Requests for an internal office or ministry of the Archdiocese to have its own Social Media Page will only be taken into consideration if the office or ministry leader makes a strong argument that an independent account or page will significantly improve its ability to reach its target audience.

7. How to Contribute Content to be Posted on Official Archdiocesan Social Media

All Church personnel of the Archdiocese of Winnipeg, including parishes and missions, Clergy and lay people, paid and volunteer, are strongly encouraged to create and submit content to the Office of Communications Services to be considered for Official Archdiocesan social media. The Director will aim to represent all offices, parishes, missions, communities, and organizations within the Archdiocese and to give a voice to all.

a. Content that will be considered for posting on Archdiocesan social media

- Photos and Images
- Videos
- Testimonials
- News
- Announcements
- Event information and promotion
- Job postings, paid or volunteer
- Any message that is important to communicate to the Archdiocese of Winnipeg be it because of its informational, inspirational, teaching, or evangelizing value.

b. How to submit content to be considered for posting

- Create the content (gather pictures, video, or any other pertinent files) and ensure that all submitted content respects this Social Media Policy, and that it is of good quality. Every picture or video contributed should be accompanied by a brief description that will be posted with the content in question (should remain between 50 and 100 words in length)
- Email the content to the Archdiocesan Director of Communications (communications@archwinnipeg.ca)

- The Archdiocesan Director of Communication Services will review the content. He or she may make suggestions or changes to the content. If approved, the content will be posted.

8. Reporting Policy Violations

a. What to report

Inappropriate Content posted/commented to Archdiocesan/Parish social media pages by others

Although openness to dialogue necessarily includes the possibility of being confronted with opposing views, there will be occasions where it is justifiable to remove inappropriate user-generated content. Although decisions must be made on a case-by-case basis, the following content will be deemed inappropriate. This includes content posted on Official social media and any comments left by users. When it contains obscene, harassing, offensive, derogatory, defamatory, or otherwise potentially harmful content, including sexually explicit and any other material deemed inappropriate.

- When it causes or has the potential to cause scandal.
- When it is considered spam.
- When it reveals confidential or private personal information.
- When it violently or excessively undermines the Church in a way that is not conducive to dialogue.
- Any other occasion where proper judgment and prudence demand that user-generated content is inappropriate.

The Communication Services Office will respond to inquiries or complaints within a reasonable time frame.

b. Warning System Option

First Warning: When it is decided that user-generated content must be removed, page administrators may send a private message to the user stating that the content was removed and explaining the rationale behind the decision. These private messages should only occur through the Official Page and should never be sent from a personal account.

Second Time: When the same user posts inappropriate content a second time to an official page the page administrators must ban the user in question. Banning a user prevents them from posting any additional content onto the page.

c. Inappropriate Content by Volunteers/Church Employees

The Archdiocese of Winnipeg will not tolerate Church personnel posting obscene, harassing, offensive, derogatory, defamatory, or otherwise potentially harmful content, including sexually explicit and any other material deemed inappropriate. Other prohibited content includes but is not limited to messages that are not in line with the Official Teaching of the Catholic Church, personal opinions that are not in line with the direction of the local or Universal Church, or any content which may in any way go against any other policy of the Archdiocese of Winnipeg.

Violation of this policy can result in discipline up to and including termination of employment or a request to cease volunteer activities.

d. Determining if a Violation of this policy has occurred

The Archbishop of Winnipeg or her delegate will have final authority over any content posted on any Official Social Media Page within the Archdiocese. Non-compliance will result in a formal request from the Communication Services Office to remove inappropriate comments or to remove completely the Social Media account or page in question. In any such case, the Church personnel in question could face disciplinary action upon the final authority of the Archbishop of Winnipeg. If there are reasonable grounds for believing that the social media policy is being violated, the Archdiocese of Winnipeg reserves the right to review the personal website, blog or social networking account of any clergy, staff or volunteer.

e. Periodic Review

The Archdiocesan Director of Communication Services may periodically review Official social media pages, as well as pages owned and operated by Archdiocesan offices or parishes.

The Archdiocesan Communication Services Office reserves the right to advise and inform Parishes and Administrative Authorities regarding Social Media accounts that do not reflect basic Catholic teaching, and which are not in compliance with this Social Media Policy or other Archdiocese of Winnipeg policies.