

Social Media Policy

Capuchin Franciscan Province of St. Joseph

(Approved: 05/25/17)

I. Introduction

The widespread availability and use of social media applications brings opportunities to engage and communicate with those we serve. It is important that we are able to use these technologies and services effectively yet flexibly to evangelize our mission. However, it is also important to ensure that we balance this with our duty to ensure the safety of minors (17 years of age and under), friars, staff, volunteers and those we serve. Again, there are tremendous opportunities but also potential risks. More and more cases of sexual misconduct involve electronic communications. The Province of St. Joseph has put together this policy in order to create a safe environment for all. Also this policy serves to give a framework to friars for how they should be communicating, public or privately, on social media.

II. Policy

A. Friars may have private social media accounts for their individual use. You may also create public social media accounts for a particular ministry. However, the ministry director and the Province's Social Media Manager must be informed prior to the launch of any social media account for a particular ministry.

B. Friars that are part of a province-sponsored ministry, are instructed to communicate on ministry related activities through the public account instead of through their individual/private accounts. This approach allows the ministry director, or a designated employee, to monitor communications and ensures that no one has private (and possibly inappropriate) conversations with minors. The ministry's account is to remain public, have at least two administrators that are either a friar or an employee and not have any private options.

C. Generally friars may publish content about their work on their personal account, but are again recommended to publish these communications on a public ministry account. Friars should approach all communications on social media as public and have the same identity, regardless of a public or private account. This reflects their seamless private and public presence as a member of the order.

D. There are risks with social networking, especially with blurring boundaries of personal and professional relationships. Friars should use their personal accounts primarily for communicating with relatives and friends on a social level. Friars are strongly encouraged to never get into debates on social media communications, as these

communications present a risk to the friar plus the province.

E. Friars may not speak negatively about their ministry, another friar, partner, or the province at anytime on social media.

F. Friars using social media sites, especially those in a ministry that involves minors, must set very strict privacy settings on their personal account. Connecting with minors that they minister to or with is never allowed. The Province's Social Media Manager is always available to assist in understanding these settings. This helps to assure that youth and children do not have access to private and personal information.

1. Cyber-bullying or any other form of harassment, vulgarity or intimidation is prohibited.
2. Inappropriate electronic communication, as defined in the training, is prohibited.
Any sexually oriented conversations or discussions about sexual activities are prohibited on all forms of social media.
3. Posting inappropriate pictures or inappropriate comments on pictures is prohibited.
4. If a minor reveals abuse or inappropriate interactions with an adult, the staff or volunteer must report this information to an administrator and the proper reporting agency immediately.
5. When using social media for purposes of a particular ministry involving minors, parents/guardian should be given a copy of this policy and information regarding the intended purpose of the site as well as how the parent or guardian can access the site.
6. Friars should participate online in the same way as you would with other public forums. Friars must take responsibility for the things done, said or written.
7. Weighing whether a particular content could put one's effectiveness as a friar at risk. Post only what is appropriate for the world to see.
8. Internal dialogue between friars should not be on any social media sites. Rather these communications should remain private on phone, email or *Inforum*. (Community life should not be displayed for the public to read.)
9. Friars should not accept minors they serve in ministry as 'friends' on their own Facebook sites or interact with them on social media sites. Nor should friars, at the best of their knowledge, connect with minors they serve with or in ministry on LinkedIn, Twitter, Instagram, Tumblr, Snapchat, Pinterest, Google + or any social media site.
10. We recommend friars avoid using social media sites that are primarily used by minors or lack sexual content regulations (i.e, Tumblr).

11. Friars must not publish images or videos of minors on social networking sites without parental/ guardian permission.
12. Friars publishing images or videos of adults on public ministry social media accounts must first gain signed permission from the individual. A copy of the photo release form will be provided to friars.
13. At public gatherings (i.e. Mass, public celebrations, etc.) friars should make a public statement stating that pictures or videos will be captured and will be published publicly to ministry sites. This will give an opportunity for adults and parents or guardians of minors to opt out of the pictures or videos.
14. At a minimum, friars should have Facebook privacy settings set to 'only friends'. Do not use 'Friends of Friends' or 'Everyone' as these open the content to a large group of unknown people. A friar's privacy and that of the friar's family may be at risk.
15. Maintain control of security, privacy and access to personal social media accounts and information.
16. Set up passwords to be complex on all social media accounts with a minimum of 8 characters, one number, one capitalized letter and a special character (i.e. ! @ # \$ % ^ &). Unless the social network doesn't allow you to have one of those items in a password. Also we highly recommend you change passwords every six months.

III. Confidentiality

A. The existence of social media does not change the province's understanding of confidentiality. Within the life of the church there are private conversations, confidential processes and private or closed meetings. All involved have a right to expect that others will respect confidential information they receive in any context. Breaking confidences is a wrong when using social media as it would be by any other means.

B. Always remember that participating in social media results in your comments being permanently available and open to being published in other media. Once something is posted to a social media site, blog or other internet site, assume it is still available even if it is later deleted from the original site. All content on the internet is frequently archived and easily searchable.

IV. Definitions

Ministry account– A social media account, blog or any internet website created by friar or employee for the purpose of conducting provincial business. (a.k.a public account)

Personal account– A social media account, blog or any internet website created by friar primarily to share personal communication with family and friends. (a.k.a private account)

Email– Electronic mail is a method of exchanging digital messages between one or more users. Email operates across computer networks, which are based on a store-and-forward model. Email servers accept, forward, deliver, and store messages.

Instant Messaging– Private real time communications between two or more users on a social media site. (a.k.a. direct messages on Twitter, messenger on Facebook)

Content– Words, images and/or videos published to a social media site. (i.e. post on

Facebook, Tweet on Twitter, Snap on Snapchat.)

Comment/reply– A public response to another user's social media content.

Live stream– A instantly published video that any user can view in real time.

Reddit– A social media, social news aggregation, web content rating, and discussion website. Reddit's registered community members can submit content, such as text posts or direct links. Registered users can then vote submissions up or down to organize the posts and determine their position on the site's pages. The submissions with the most positive votes appear on the front page or the top of a category. Content entries are organized by areas of interest called "subreddits". The subreddit topics include news, science, gaming, movies, music, books, fitness, food, and image-sharing, among many others. As of 2016, Reddit had 542 million monthly visitors (234 million unique users), ranking #11 most visited web-site in US and #25 in the world.

Snapchat– An image messaging and multimedia mobile application since September 2011. Snapchat evolved into a mix of private messaging and public content, including brand networks, publications, and live events such as sports and music. Nevertheless, according to survey studies conducted in March 2016, the personal oriented messaging was still being accessed by users more than the publicly offered content that was being presented.

Tumblr– A microblogging and social networking website founded in 2007, and owned by Yahoo! since 2013. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers, many of the website's features are accessed from a "dashboard" interface. As of October 1, 2016, Tumblr hosts over 316.2 million blogs. As of January 2016, the website had 555 million monthly visitors.

Twitter– An online social networking service that enables users to send and read short 140-character messages called "tweets." Registered users can read and post tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, SMS or mobile device app. Twitter was created in March 2006. The service rapidly gained worldwide popularity, and handles 1.6 billion search queries per day. As of March 2016, Twitter has more than 310 million monthly active users.

Facebook– A for-profit corporation and online social media and social networking service. The Facebook website was launched on February 4, 2004. Since 2006, anyone age 13 and older has been allowed to become a registered user of Facebook. The Facebook name comes from the face book directories often given to United States university students. Facebook can be accessed by a large range of desktops, laptops, tablet computers, and smartphones over the Internet and mobile networks. After registering to use the site, users can create a user profile indicating their name, occupation, schools attended and so on. Users can add other users as "friends", exchange messages, post status updates and digital photos, share digital videos and links, use various software applications("apps"), and receive notifications when others update their profiles or make posts. Additionally, users may join common-interest user groups organized by workplace, school, hobbies or other topics, and categorize their friends into lists. In groups, editors can pin posts to top. Additionally, users can complain about or block unpleasant people. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for its privacy policies. Facebook makes most of its revenue from advertisements which appear onscreen.