

THE ROMAN CATHOLIC DIOCESE OF CHARLOTTE  
SOCIAL MEDIA POLICY  
REVISED 2-2012 - FINAL

**Purpose:**

To address the changing way the Catholic community communicates using social media online. Educators, departments and ministries of the Diocese of Charlotte may consider using social media tools as an additional way to evangelize the public and educate students. The diocese encourages the use of social media to further the mission of the Church, where appropriate and “in a manner that is safe, responsible, and civil.”

The Diocese of Charlotte has an overriding interest and expectation in deciding what is communicated on behalf of the Church on social media sites where Diocesan employees have administrative access. This policy establishes procedures for the use of social media.

**Code of Conduct for Social Media Sites** (to be Posted on each site)

“All posts and comments will demonstrate Christian charity and respect for the truth. They will be on topic and presume the good will of other posters. Discussion will take place from a faith perspective. No advertisements will be included on the site.”

This Code of Conduct must be prominently displayed on all diocesan social networking sites. In addition, visitors who do not comply with the Code of Conduct will be blocked.

**Disclaimer** (to be Posted on each site)

The user-submitted information and comments that are published or made available through this social media site may not represent the Teaching of the Catholic Church or the official position of the Diocese of Charlotte. Inappropriate or objectionable postings may be deleted at the discretion of the site administrator and/or the Diocese of Charlotte. User-submitted information on this web site is provided for informational purposes only.

**Operating Guidelines**

All Diocesan social media sites established by educators, departments and ministries of the Diocese of Charlotte are subject to the approval of the department head. Permission for establishing a social media site will be granted following diocesan procedures:

1. Social media site creators and administrators must be regular employees of the Diocese of Charlotte or volunteers designated and supervised by a regular employee. Diocesan department heads or their designee are the only employees authorized to publish information on behalf of the diocese to any website officially representing the Diocese of Charlotte.
2. There must be at least two site administrators for the site. The second administrator does not have to be a department head. Administrators are required to monitor and update their site regularly.
3. Each site administrator will have the password for their site. The password will be stored in a central database accessible to the diocesan Director of Information Technology, the Chancery and the diocesan webmaster.
4. Personal use of social media sites represents a portion of your online presence. As such, and as employees of the Catholic Diocese of Charlotte, be aware that any actions captured via images, videos, posts or comments can reflect on the diocese.

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5. An individual's personal site may not be used for diocesan programs.
6. The Catholic Diocese of Charlotte is sole owner of the intellectual property of the social media sites used by and administered by employees of the diocese.
7. Creators and administrators of social media sites must always remember that any communication they engage in reflects on the Catholic Diocese of Charlotte and the Catholic Church. Creators and administrators shall not support communication that criticizes the teaching of the Church.
8. Creators and administrators are to write in the first person and may not claim to represent the official position of the Catholic Diocese of Charlotte or the teachings of the Roman Catholic Church, unless authorized in writing.
9. Authorized diocesan employees posting comments and administering social media sites are responsible for the information they post online. We discourage the use of posting online anonymously, using pseudonyms, or false screen names. We believe in honesty and transparency.
10. Diocesan employees may be legally liable for anything written or presented online.
11. Creators and administrators must identify themselves when communicating on a diocesan social media site unless authorized to represent themselves as a diocesan entity such as Catholic Social Services, Lay Ministry, etc.
12. All Diocese of Charlotte social media sites will abide by copyright, fair use, and IRS financial disclosure regulations.
13. All Diocese of Charlotte social media sites will comply with diocesan policy pertaining to protecting the interest of children who visit the sites.
14. All creators and administrators of diocesan social media sites will have received the training "Protecting God's Children" or a diocesan-approved program.
15. Recognizing that nothing posted on the Internet is private, creators and administrators will not divulge confidential information about others.
16. Creators and administrators will comply with all appropriate diocesan policies and standards including the diocesan code of conduct.

**Enforcement**

Policy violations will be subject to disciplinary action up to and including termination.

Approved by: \_\_\_\_\_

Approval Date: \_\_\_\_\_