

**ST. PAUL THE APOSTLE PARISH AND SCHOOL
SOCIAL MEDIA POLICY
FOR ALL STAFF AND MINISTRY LEADERS**

■ POLICY

□ GUIDELINE

ESTABLISHING AND USE OF SOCIAL MEDIA

The overall purpose of social media pages at St. Paul is that every page should be for the positive promotion of the mission of Saint Paul the Apostle parish and school.

1. Prior to the creation of any social media pages, (Facebook, Instagram, Twitter, TeamSnap, and all platforms and/ or websites) for Saint Paul the Apostle Parish and School Ministries must be approved by the **Office of Evangelization and the Pastor**. Be cautious when selecting and creating an account on a new social media platform. Get to know the social media network (privacy settings etc.) to ensure that it has the safety and security settings to maintain compliance with all diocesan policies. Selecting a social media platform that is already used by minors and their parents will help to ensure use by the youth and further monitoring by the parents.
2. Choose at least two administrators, at least one of which should be an employee of the church. If one username login and password is shared to administrate the social media account, then the number of administrators should be kept to a minimum of two or three. If the social media platform allows for levels of administration, then the number of top-level administrators should be kept to a minimum of two or three, and all others should be assigned a lower-level administration (editor, publisher, etc.) that does not allow for them to add other administrators or delete the account without approval.
3. All social media pages must be "**two deep**". Every page should have a Saint Paul the Apostle staff member as an administrator.
4. All posts need to be approved by page administrators.
5. The pages should be regularly monitored (preferably at least twice a day) to view posts and assure the page is follows the parish and diocesan guidelines.
6. All posts and comments should be edifying and supportive of the parish, priests, and staff. Any comments that tear down, sharply criticize or slander individuals either directly or indirectly should be removed immediately. Serious concerns about the parish should be brought to the attention of the pastoral offices and pastor either in person, via phone or through email.
7. There shall be no posting of inappropriate or foul language, photos, or videos, and no verbal or emotional harassment (see Diocesan Policy 400.13, 300.30 and 300.31). There shall be no posting of confidential or proprietary information, unauthorized use of trademarks or logos, or promotion or solicitation from outside businesses. As stated in Policy 400.10, it is prohibited to post and personally identifiable information pertaining to a minor without the written consent of a parent or guardian