

Social Media Guidelines
United States Conference of Catholic Bishops

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Introduction

These guidelines are offered as a synthesis of best practices. They include material compiled from church entities, for-profit corporations and non-profit organizations. Suggestions and comments are welcome at CommDept@usccb.org.

In this document, “church personnel” is defined as anyone – priest, deacon, religious, bishop, lay employee or volunteer – who provides ministry or service or is employed by an entity associated with the Catholic Church.

Communications Office
United States Conference of Catholic Bishops
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Guiding Principles

The world of digital communication, with its almost limitless expressive capacity, makes us appreciate all the more Saint Paul's exclamation: "Woe to me if I do not preach the Gospel" (1 Cor 9:16) – Pope Benedict XVI, 2010 World Communication Day message

Social media is the fastest growing form of communication in the United States, especially among youth and young adults. Our Church cannot ignore it, but at the same time we must engage social media in a manner that is safe, responsible and civil.

As Pope Benedict XVI noted in his message for the 44th World Day of Communication, this new form of media "can offer priests and all pastoral workers a wealth of information and content that was difficult to access before, and facilitate forms of collaboration and greater communion in ways that were unthinkable in the past."

The Church can use social media to encourage respect, dialogue and honest relationships – in other words, "true friendship" (43rd World Communication Day Message). To do so requires us to approach social media as a powerful means of evangelization and to consider the Church's role in providing a Christian perspective to digital literacy.

Before beginning work on social media guidelines, you may want to read both the 43rd and 44th World Day of Communication messages. These are available at http://www.vatican.va/holy_father/benedict_xvi/messages/communications/documents/hf_ben-xvi_mes_20090124_43rd-world-communications-day_en.html and http://www.vatican.va/holy_father/benedict_xvi/messages/communications/documents/hf_ben-xvi_mes_20100124_44th-world-communications-day_en.html.

The Church and Social Media: An Overview

The online encyclopedia Wikipedia defines social media as “ ... media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues”¹.

A longer and perhaps more philosophical definition is offered by Jon Lebkowsky, a longtime social media specialist, on his site, weblogsky.com:

Social Media is a fundamental transformation in the way(s) people find and use information and content, from hard news to light entertainment. It’s an evolution from broadcast delivery of content – content created by a few and distributed to many – to network delivery, where content can be created by anyone and published to everyone, in a context that is “many to many.” Said another way, publication and delivery by professionals to mass audiences has changed – now publication and delivery can be by anyone, professional or not, to niche audiences through networks of many channels. This is because the means of production are broadly accessible and inexpensive.

As a result of all this, attention and mindshare are fragmented, there’s emphasis on relationship, new forms of media are conversational, and transaction costs for communication approach zero.

Social media offers both opportunities and challenges to Catholic organizations. These can be grouped into three primary categories:

- Visibility
- Community
- Accountability

1 http://en.wikipedia.org/wiki/Social_media

Visibility

Online social media communities are vast and growing at a rapid pace². Given the size and scope of these communities, they offer excellent forums for the Church's visibility and evangelization.

The key question that faces each Church organization that decides to engage social media is: "How will we engage?" Careful consideration should be made to determine the particular strengths of each form of social media (blogs, social networks, text messaging, etc.) and the needs of a ministry, parish or organization. The strengths should match the needs. For instance, a blog post may not be the most effective way of reminding students of an event. However, a mass text message to all students and their parents telling them that the retreat begins at 9 a.m. may be very effective.

Social media also requires constant input and monitoring to maintain visibility and awareness of the Church's presence through that particular social media. To keep members, a social networking site needs to have new content on a regular basis. In the case of social media, the axiom "build it and they will come" is not applicable. It would be important to set internal expectations regarding how often posts will be made, so that your "followers" can become accustomed to your schedule.

Community

Social media can be a powerful tool for strengthening community, although social media interaction should not be viewed as a substitute for face-to-face gatherings. Social media can support communities in a myriad of ways: connecting people with similar interests, sharing information about in-person events, providing ways for people to dialogue, etc.

A well-considered use of social media has the ultimate goal of encouraging "true friendship" (43rd World Communication Day Message) and of understanding the human longing for meaningful community.

Accountability

Social media provides a tool for building community. Membership in communities also requires accountability and responsibility. Users of social media expect site administrators to allow dialogue, to provide information and to acknowledge mistakes. The explosion of information available to social media

2 For example, there are more than 400 million active users on Facebook, which is greater than the population of the United States. (<http://www.facebook.com/press/info.php?statistics>).

consumers has meant that they often only use information from trusted sites or sites recommended by those whom they trust.

While not every demand or inquiry can be met, it is important that creators and site administrators of social media understand how different social media is from mass media and the expectations of its consumers. Many communication experts are describing the adaption of social media as a paradigm shift in how humans communicate, as important a development as that of the printing press and the discovery of electronic communication.

Definitions

Definitions provide clarity and a common language. They are even more important in guidelines for social media, since the usage of terms is rapidly evolving.

- **Web 2.0:** The term "Web 2.0" is commonly associated with Web applications which facilitate interactive information sharing. A Web 2.0 site allows its users to interact with other users, to change Website content, to provide reaction to content, to share the site's content with others, or to filter content being provided by the site creator. This is in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them.
* Example: Amazon.com's inclusion of users' reviews and offering recommendations based on past use of the site by the consumer makes it a Web 2.0 site.
- **Blog:** A blog (a contraction of the term "web log") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.
* Examples: There are many types of blogs on sites throughout the Internet. They are common for celebrities, writers, journalists, etc. WordPress is one of the more popular tools used to create blogs.
- **Micro-blog:** A form of multimedia blogging that allows users to send brief text updates or micromedia such as photos or audio clips and publish them, either to be viewed by anyone or by a restricted group which can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, E-mail, digital audio or the web. The content of a micro-blog differs from a traditional blog in that it is typically smaller in actual size and aggregate file size. A single entry could consist of a single sentence or fragment or an image or a brief, ten second video.
* Example: Twitter – A form of micro-blogging, entries are limited to 140 characters.
- **Social network:** A Web 2.0 site that is entirely driven by content of its members. Individuals are allowed flexibility in privacy settings, in posting text, photos, video, links and other information, and in level of interaction with other members.
* Examples: Facebook, LinkedIn, MySpace. Twitter, YouTube and Flickr are often also included in lists of social networking sites, although sometimes YouTube and Flickr are

designated as multimedia sharing sites, while Twitter is currently more often designated as a micro-blogging application.

- **Ministry website³:** An Internet website/tool created by employees, clerics and volunteers for the sole purpose of conducting Archdiocesan/ Affiliate business.
- **Personal website:** A social network page, blog or any Internet website/tool created by employees, clerics, and volunteers primarily to share personal communication with friends and associates.

3 Definitions for ministry website and personal website are from the Archdiocese of Cincinnati's Social Media Policy

Guidelines

When developing guidelines for church personnel to use social media, consider including the following elements:

- **Define appropriate boundaries for communications.** These should be in sync with diocesan codes of conduct for other areas, such as the arch/diocese's standards for Protection of Children and Young People, Internet Acceptable Use Policies, etc. Define what is considered confidential information, verifiable consent, personal identifiable information, contact with a minor, etc.

Topics that are in current debate will generate more comments/responses. These include issues in which the Church's teachings are often in contrast to some popular positions ("gay rights," abortion, immigration reform, health care reform). In other words, the Church's social justice teachings, including the pro-life aspects of those teachings, often elicit unfavorable comments. Some determine that those topics will not be engaged on official sites. Others provide guidance on how to engage in dialogue around these topics. (See 'Rules of the Road' below for examples.)

- **Include examples of Code of Conduct** that should be posted on social networking sites. Codes of Conduct are for visitors to the site. These codes should always be brief and immediately apparent to visitors. Visitors should also be made aware of the consequences of violations to the Code of Conduct.

The USCCB's Facebook site Code of Conduct is: All posts and comments should be marked by Christian charity and respect for the truth. They should be on topic and presume the good will of other posters. Discussion should take place primarily from a faith perspective. No ads please.

Always block anyone who does not abide by the Code of Conduct.

- **Define instructions.** Include instructions on how to report, block, etc., on the more popular social networking sites such as Facebook and Twitter. This provides guidance for those church personnel who may be entering into social media for the first time.
- **Provide recommendations on how to deal with difficult "fans."** Give church personnel permission to trust their instincts on blocking repeat offenders of a site's Code of Conduct. An argumentative participant can easily change the tone of every post. A good way to determine if they should be blocked is to go to their profile and browse through the pages that they have "fanned." Do not allow those unwilling to dialogue to hold your site and its other members hostage.

In particular situations, the moderator might determine it is best to ask a member to take a conversation 'offline.' These offline conversations can be in person, over the telephone or through private email conversations. The site moderators should be able to reference to the appropriate resources, whether that is the pastor, program director, diocesan Communication Office, etc.

- **Provide trusted sites for reference and recommend that site administrators have a thorough knowledge of these sites.** Often a link to the parish, diocesan, USCCB or Vatican site can provide necessary information, thereby helping redirect the tone and substance of an online conversation.
- **Remind site administrators they are posting for a broad audience.** Social media is a global platform. Online content is visible to anyone in the world who comes to their site.

Establishing a site

Websites or social networking profile pages are the centerpiece of any social media activity. The following are recommended guidelines for the establishment of a site. These can apply to a profile, or fan, page on a social networking site such as Facebook, a blog, a Twitter account, etc.

- Site administrators should be adults.
- There should be at least two site administrators (preferably more) for each site, to allow rapid response and continuous monitoring of the site.
- Do not use personal sites for arch/diocesan or parish programs. Create a separate site for these.
- Passwords and names of sites should be registered in a central location and more than one adult should have access to this information.
- Be sure those establishing a site know these key “Rules of the Road”:
 1. Abide by diocesan/parish guidelines.
 2. Even personal communication by church personnel reflects the Church.
 3. Write in first person. Do not claim to represent the official position of the organization or the teachings of the Church, unless authorized to do so.
 4. Identify yourself. Do not use pseudonyms or the name of the parish, program, etc. as your identity, unless authorized to do so.
 5. Abide by copyright, fair use and financial disclosure laws.
 6. Do not divulge confidential information of others.
 7. Don’t cite others, post photos or videos of them, link to their material, etc., without their approval.
 8. Practice Christian charity.

Social networking with minors

Be sure to have permission from a minor's parent or guardian before contacting via social media, or before posting pictures, video and other information that may identify that minor.

Parents must have access to everything provided to their children. For example, parents should be made aware of how social media is being used, how to access the site(s), and be given the opportunity to be copied on all material sent to their children via social networking (including text messages). While parents should be provided with the same material as their children, it does not have to be via the same technology (that is, if children receive a reminder via Twitter, parents can receive it in a printed form or by an email list).

Church personnel should be encouraged to save copies of conversations whenever possible, especially those which concern the personal sharing of a teen or young adult. (This may be especially important with text messaging.)

Make everyone aware of the Children's Online Privacy Protection Act, which is federal legislation that oversees how Web sites interact with children under age 13. A summary and links are available at <http://www.ftc.gov/privacy/privacyinitiatives/childrens.html>.

Personal sites

Personal sites of church personnel should also reflect Catholic values. Businesses are cautioning their employees that, while they have a right to privacy and confidentiality regarding what their employer knows about them, the employee's use of social networking – because of its very nature – means he/she relinquishes some privacy and could be construed as representing the company's ethics and values. Likewise, church personnel should be encouraged to understand that they are witnessing to the faith through all of their social networking, whether “public” or “private.”

Many employers and church organizations ask their personnel to consider including a disclaimer on their personal sites, especially if the employee/church personnel is highly visible in the community and/or posts material related to Church work/ministry on their personal site. One example: “The views expressed on this site are mine alone and do not necessarily reflect the views of my employer.”

How to report and monitor

Ask church personnel to report 'unofficial' sites that carry the arch/diocesan or parish logo to the arch/diocesan Communication office or pastor. It is important that the owner (the arch/diocese or the parish) is able to protect its brand and identity.

Inform church personnel who to contact on the arch/diocesan level (most likely Communication Office) if they find misinformation on a site. This is especially important when responding to an incorrect wiki, such as Wikipedia, Masstimes.org, etc.

Have a clear policy on whether diocesan personnel should be expected to respond to defamatory, libelous or slanderous comments -- not original postings, but comments -- on a blog, etc. Some policies indicate that the arch/diocesan Communication Office provide a response to a major news outlet's blog or a popular blogger, but not to every comment on those blogs or to other bloggers.

Consider posting these and similar policies and notices on your organization's social networks.