

Diocesan Social Media Policy

The Diocese of San Jose (“DSJ”) recognizes that many staff, clergy and volunteers engage in social media activity while on and off-duty, and that some are authorized to do so on behalf of the Diocesan groups they participate within. For purposes of this policy, “social media activity” includes all types of posts and other communications on the Internet, including but not limited to posts on social networking sites (such as Facebook, LinkedIn, and Tumblr); blogs and other online journals and diaries; bulletin boards and chat rooms; microblogging, such as Twitter; and posts of video or audio on media-sharing sites, such as YouTube, Instagram, Flickr or SnapChat.

The DSJ values its established community reputation and Catholic values that shepherd our work. These are important fundamental principles. When you engage in social media activity that identifies you as Diocesan staff, clergy, volunteer, or in any way relates to the Diocese of San Jose, you should bear that in mind and follow the guidelines listed below:

- Don’t state or suggest that you are speaking for the Diocese of San Jose unless you have received prior authorization from a pastor, principal or affiliate director to do so;
- As a volunteer for the Diocese of San Jose you are expected to be respectful to the DSJ, Diocesan employees, donors, volunteers, parishioners, students, partners, or other churches. You should not post content about the DSJ, Diocesan employees, donors, volunteers, parishioners, students, partners, other parishes or otherwise that is vulgar, obscene, threatening, intimidating, defamatory, or harassing. You should not unlawfully disparage the DSJ;
- Do not use the Diocese of San Jose’s logo, trademark or proprietary graphics in a way which suggests that you are representing the DSJ, unless you are authorized to do so by the Vicar General;
- You should not disclose information protected from disclosure law, such as medical information nor personally identifying information about the DSJ, Diocesan employees, donors, volunteers, parishioners, students or partners. Do not post images or video of Diocesan employees, donors, volunteers, parishioners, or partners without their prior permission. Do not post images or videos of students or minors without their *parent(s)’ prior consent*;
- Any volunteers with questions about social media activity relating to the Diocese of San Jose should contact the pastor, principal or OPCVA.

Adult Electronic Interaction with Minors

Electronic communication with minors must not be undertaken lightly. School, parish, and organization employees and volunteers must consistently adhere to Catholic values and transparency with respect to such communications.

1. All communication with minors (in person, via social media, websites, text messages, etc.) must adhere to:
 - The Charter for the Protection of Children and Young People (<http://usccb.org/issues-and-action/child-and-youth-protection/charter.cfm>);
 - The Children’s Online Privacy Protection Act (<http://www.ftc.gov/ogc/coppa1.htm>);

- The Diocesan Office of Protection for Children & Vulnerable Adult policies (SE Handbook, Employee Handbook, Clergy Handbook) (<http://www.dsj.org/opcva-conduct-policy/>).
2. Adults must not be in electronic communication with youth (under 18) unless the parents/guardians have authorized the communication.
 - The authorization must identify the type of communication (e.g., email), the youth's specific contact information (e.g., email address), and contact information for the parents/guardians to ensure they receive copies of such communications.
 - Professional and ministerial boundaries between clergy and employees of DSJ and youth must be strictly observed and maintained.
 - Clergy and employees of DSJ must not share a personal (non-DSJ.org) email address or communicate with youth (under 18) using a personal email address.
 3. Parents must have access to everything provided to their children and be made aware of how social media is being used, be told how to access the sites, and be given the opportunity to be copied on all material sent to their children via social networking (including text messages).
 4. Schools receiving federal funding for computer technology through E-Rate must comply with the Children's Internet Protection Act (CIPA), 47 U.S.C. § 254(h)(5), which requires monitoring internet use by minors; filters to restrict access to obscenity, child pornography, or other material harmful to minors; and educating minors about appropriate online behavior, social networking safety, and cyberbullying.

Transparency, Honesty, and Discretion in the Use of Social Media on Behalf of Parishes, Schools, or Organizations

Employees and volunteers are responsible for the information they divulge through social media. Employees and volunteers are subject to the following rules when posting information in connection with a parish, school, or organization:

1. Be honest about the facts and your identity.
2. Do not claim to represent the official position of the organization or the teachings of the Church unless authorized to do so.
3. Do not disclose confidential or proprietary information. Think carefully about whether the information being disclosed is ready for public consumption.
4. Use good taste and discretion in all communication, including the content of photos and videos. Ensure that all content and links comply with the Children's Internet Protection Act which, among other things, prohibits content that is obscene, pornographic, or otherwise harmful to minors.
5. Never cite others, or post text, photos, or videos of another person without permission.
6. Abide by civil law, including intellectual property protections, copyright and fair use laws, and IRS financial disclosure regulations.
7. Include a disclaimer stating that the views expressed are your own and not those of the diocese, or your parish, school, or organization, when commenting on an issue if you do not have specific authorization to speak on behalf of the Diocese, or your parish, school, or organization.
8. Do not violate the terms of agreement of the social media platform you are using.
9. Do not post pictures or video without first obtaining a signed Media Relations/Promotion Form for each individual shown.

10. Do not post pictures, video, or any other information that may identify a minor (e.g., name or contact information) without first obtaining permission from the parent or guardian and a signed Media Relations/Promotion Form.
11. Obtain parental/guardian permission for in-classroom social media activities.

Personal Use of Social Media

The public and private conduct of clergy, staff and volunteers can inspire and motivate people, but it can also scandalize and undermine the people's faith. Clergy, staff and volunteers must, at all times, be aware of the responsibilities that accompany their work. In furtherance of this policy, adherence to the following recommendations is strongly encouraged when representing yourself online:

1. "Friending" minors on social networks can be misinterpreted. Diocesan policy prohibits teachers, clergy, and other employees from using their personal blogs, web pages, Facebook accounts, or e-mail to communicate with students or other parish youth under the age of 18. Such communications, if any, must be through officially sponsored social media pages to which the Diocese has access.
2. Employees and volunteers must exercise care with respect to privacy settings, personal profile information, and posted content to ensure that their use of social media and the internet does not reflect poorly on the churches, schools, or organizations for whom they work or conflict with Catholic beliefs and values.
3. Employees and volunteers must not identify themselves as employees or volunteers of the diocese or of any particular parish, school, or organization within the diocese on their personal social media pages unless they include a clear disclaimer stating "The views expressed on this site are mine alone and do not necessarily reflect the views of my employer."
4. Employees are not permitted to use the logos, trademarks, official photographs, or any other intellectual property of the Diocese of San Jose or its parishes (churches), schools, organizations, or programs in their personal blogs, web pages, or social media activities.