



Diocese of Palm Beach Social Media Administrator *Guidelines and Expectations*

Social Media Administrators are responsible for establishing a presence on social media platforms while serving as the liaison between the Diocese of Palm Beach and/or its schools, parishes, ministries and the community that the church serves. These guidelines have been prepared to ensure that social media accounts representing the Diocese of Palm Beach are managed in a manner consistent with the diocese's Catholic mission, standards and policies. The accounts and the actions of the administrators directly reflect the church's identity. Accordingly, at all times social media accounts should be used to create opportunities to convey the message of the church consistent with our Catholic identity and mission.

Social Media Administrators are expected to:

- **Be professional.** Remember that you are an ambassador for your parish, school and/or ministry and the Diocese of Palm Beach, and you are ministering on a global platform through communication to the community. When possible, use vetted Catholic content from reliable sources such as the U.S. Conference of Catholic Bishops, Florida Conference of Catholic Bishops, etc. Comments should not be made that could be deemed offensive. Please be responsible, honest, credible, accurate, fair and thorough.
- **Maintain confidentiality.** Do not disclose personal details (example: home address and phone numbers). Personal, sensitive or confidential information should not be disclosed. Confirm that you have permission to post the photos, images and likenesses of those on your site.
- **Be accurate.** Proofread all materials for grammatical errors and accuracy before you post. If you post incorrect information, update the post with the correct information as soon as possible and apologize for the miscommunication.
- **Stay within a legal framework.** Be aware that libel, defamation, copyright and data protection laws apply. Do not post or comment on pending litigation or potential legal matters, and do not make unsubstantiated statements.
- **Be effective.** Select the most effective and appropriate forms of social media. Do not feel the need to be present on every social platform. Think about the goal of your social media site and ensure that you are working to reach that goal.
- **Be cautious.** Use judgment to hide, delete or block comments and users who do not have the best interests of your parish's, school's, or ministry's mission or the Diocese of Palm Beach in mind. Do not post or otherwise share links or events of third parties.
- **Use discretion.** Use discretion when/if responding to a negative post. Be careful not to escalate a negative situation, and contact the director of communications and development if you are unsure if you should hide a comment, delete a comment or respond.

Technical Guidance:

- Please tag the Diocese of Palm Beach’s official social media pages when applicable, as well as other related pages (parish, school, ministry).
- Please use the hashtag #DioceseofPalmBeach or #DoPBSchools when applicable.
- Please utilize a profile picture other than the Diocese of Palm Beach coat of arms.
- For each social media account, more than one person, including the pastor, principal, administrator, etc. at the entity is required to have the password and/or administrative access.
- Where an account requires or allows email registration, a diocesan/parish/school email (not personal email) must be used to register the social media account.
- If a member of the media contacts you through a social media platform or related to a social media post, immediately contact the diocesan director of communications and development.
- In the event of a security breach, contact the diocesan director of communications and development immediately.
- Report any unofficial sites that include a diocesan or parish logo to the diocesan director of communications and development.

As the Social Media Administrator of _____account, I understand that I am responsible for managing content posted, ensuring compliance with diocesan policies, that the account(s) are regularly updated and monitored, and have shared the appropriate username and passwords with the pastor, principal, administrator, etc. I further understand that I am responsible for sharing any updated information regarding usernames and passwords with the pastor, principal, administrator, etc.

Add all site URLs, usernames and passwords below. Violations of the expectations outlined herein may result in disciplinary action, which can result in expulsion, termination, or other disciplinary measures.

Site Administrator’s Name: _____ Date: _____

Site Administrator’s Signature: _____

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|--------------|-----------|-----------|
| 1. Site URL: | Username: | Password: |
| 2. Site URL: | Username: | Password: |
| 3. Site URL: | Username: | Password: |

Updated 8/29/2023