

# *Social Media Policy for the Diocesan Centre and area offices*



## Purpose of the policy

This policy governs the use of social media by employees and volunteers of the Diocesan Centre and area bishops' offices. For the purposes of this policy, social media means any web-based or mobile technology for online publication and commentary, including, without limitation, Facebook, Twitter, YouTube, LinkedIn, Instagram, Flickr, blogs and wikis.

This policy complements the Computer and Internet Use section found in the Diocese's Staff Manual, as well as any future policies regarding the use of technology, computers, email and the internet.

## Purpose of social media and Diocese's official social media channels

Social media such as Facebook, Twitter and YouTube have expanded the Diocese's capacity to inform, equip and inspire bishops, clergy and lay people; invite seekers to our churches; and raise our profile in the community. The Diocese's official social media channels are managed by the Communications department, in accordance with a social media strategy that supports the Diocese's mission, plans and priorities. Departments that would like to have their initiatives and events included in the Diocese's social media editorial calendar are invited to contact the Communications department.

## Social media use by employees and volunteers of the Diocesan Centre and area bishops' offices

In addition to the Diocese's official social media channels, employees and volunteers of the Diocesan Centre and area bishops' offices may find social media useful for carrying out their work. They may also engage in social media use in their personal capacity. This section addresses both work-related and personal use of social media.

### **Work-related use**

Employees and volunteers of the Diocesan Centre and the area bishops' offices may use social media in the course of carrying out their work duties, if they judge that social media are the best tools for the job. (An example would be creating a Facebook page or group for a specific area, if you think this will be beneficial for promotion.) However, employees and volunteers are asked to inform the Director of Communications of their intention to do this. He will secure permission from the Executive Director. This procedure allows staff to take advantage of existing resources, reduces duplication of effort and, most importantly, avoids potential legal violations and embarrassment.

## **Personal use**

Employees and volunteers of the Diocesan Centre and the area bishops' offices are asked to be responsible about their use of personal social media accounts during work hours. Such use should be infrequent and should be confined to lunch and break times. Employees and volunteers are reminded that, as noted in the Diocese's Staff Manual, any internet and email use taking place on the Diocese's computers, including social media use, may be monitored.

## **Identities and log-ins**

If an employee or volunteer creates a social media account for work purposes, he or she should document the log-in information (username and password) and share it with their team leader so that work can continue in their absence.

## **Official Records of Work Done**

Employees and volunteers are reminded that some records and files resulting from their work on social media may need to be sent to Archives for central filing, as outlined by the section entitled Filing Records and Archives in the Diocese's Staff Manual. If you have questions about what to send to Archives, contact the Archivist/Records Officer.

## **Branding**

Employees and volunteers of the Diocesan Centre and the area bishops' offices are asked to adhere to the Diocese's Visual Identity Standards when using social media for work purposes, especially as they pertain to the use of the Diocese's logo. If you have questions about the Visual Identity Standards, contact the Communications department.

## **Representing the Diocese, privacy, confidentiality**

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

When using social media for work purposes, employees and volunteers should clearly identify their name and their position with the Diocese in all communications.

As stated in the Diocese's Staff Manual, "communications pertaining to matters affecting the Anglican Church and the Diocese are the responsibility of the Bishop and the Director of Communications." This includes communications on social media. If you are unsure, please contact the Director of Communications.

Whether using social media for work or personal purposes, employees are expected to adhere to the confidentiality requirements outlined in their employment agreement with the Diocese, and the Diocese's Privacy Standards Policy.

## **Intellectual property and other laws**

As stated in the Computer and Internet Use section of the Diocese's Staff Manual, all employees and volunteers using social media must respect copyright laws, licensing agreements and other

intellectual property rights. As well, they are subject to federal, provincial and municipal legislation regulating internet use, including the provisions of the Criminal Code regarding obscenity, child pornography and the incitement of hate. Other laws may also apply, such as laws regulating the activities of charities. Employees and volunteers who are uncertain about applicable laws are asked to talk to the Director of Communications before using social media for work purposes.

As stated in the Computer and Internet Use section of the Diocese's Staff Manual, use of the internet, including social media, for illegal purposes is prohibited, and those involved in such activities may be subject to prosecution and the immediate termination of employment with the Diocese of Toronto.