

Business Rules – St Joseph and St. Anthony Parish Facebook Page

The following Business Rules have been developed for the operation and administration of St Joseph and St Anthony Parish Facebook page by the parish social media volunteer and parish priest.

Facebook Page: www.facebook.com/stjosephsbrackenridge

A simple set of Business Rules were initially approved by the Parish Pastoral Council on 13 October 2014. This is the second major revision – version 2.0

The business rules are underpinned by the - [‘Social Networking Policy for the Catholic Church in Australia dated May 2015’](#).

1	Photographs of people are permitted with prior approval from the persons concerned. Permission is to be documented as diarised notation. <i>PPC has approved change on 13 October 2014 (version 1.0 refers to previous BR)</i>
2	Photographs of children are to be ‘back of head shots’ - where children are not able to be identified. <i>This rule is a requirement of PPC</i>
3	Photographs of parish property may require permission of parish priest or pastoral coordinator.
4	Any names mentioned in Facebook posts are with prior permission.
5	Only Christian names to be mentioned, unless by exception. <i>e.g. published Jeanette Smyth and Sr. Agnes Dinh full names - with their permission</i>
6.1	Posting of timeline information is to be connected to Jesus Gospel message. <i>If in doubt – ask the question ‘Does this communicate the Gospel message of Jesus Christ either directly or indirectly?’ If still in doubt – consult with priest.</i>
7	Only post content information that would pass current newsletter “benchmark” of acceptability.
8	No commercial advertising.
9	No personal email addresses, no personal home or mobile phone numbers to be published <i>For further consideration by PPC and only with prior permission</i>
10	Posting frequency of information initially commenced as once per week. Frequency is now subject to the posting requirements of priest, with some increase in posts by social media volunteer. Averages 8 posts per week and may increase seasonally e.g. Easter etc.
11	No humour or quirky messages etc. as they may be taken out of context by the reader.
12	Conservative approach to “liking” other Facebook pages. <i>Organisations only to be “liked” – not individual pages. Exceptions - individual must be public Catholic figure e.g. Father James Martin SJ.</i>
13	Shared linked articles do not require prior approval <i>Permission sought to publish Catholic Leader article – advised that permission is not</i>

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	<i>required if linked to source.</i>
14	No images/graphics to be used unless created by parish personnel, owned by parish or unless they are attributed to the content owner.
15	All Parish Facebook posts links are sent to parish priest for his information.
	<i>Social media volunteer must be in a position to edit post, if required by parish priest, being mindful that parish priest has overall accountability for parish communications.</i>
16	Social media volunteer is required to abide by the Brisbane Archdiocesan Privacy Policy and will be expected to have attended Privacy Policy training, as provided by the Brisbane Archdiocese and, as required.
17	Social media volunteer is notified electronically of all posts by contributors and has the discretion to hide or delete posted comments, which are not viewed as meeting Business Rules for the operation of Parish Facebook page. Comments of this type are rare.
18	Social media volunteer has the ability to permanently block poster, if required.
	<i>Priest will be advised of any breaches re points 16 and 17.</i>
19	All major revisions of these Business Rules will be provided to the Parish Priest and Parish Pastoral Council for their approval.
	<i>This major revision has been approved by the Parish Priest and Parish Pastoral Council with effect from 12 December 2016.</i>