

Business Rules – St Joseph and St. Anthony Parish Social Media

The following Business Rules have been developed for the operation and administration of St Joseph & St Anthony Parish social media by the parish social media volunteer, and, in consultation, with the parish priest. These Business Rules apply to, but are not limited to, the following social media -

Parish Websites (2) and North East Deanery Website:

www.stjosephsbrackenridge.com

<https://stjosephsbrackenridgecareforcreation.weebly.com/>

<https://brisbanenortheastdeanery.weebly.com/>

Other parish social media:

Facebook <https://www.facebook.com/stjosephsbrackenridge/>

Facebook <https://www.facebook.com/stjosephscareforcreation/>

Twitter https://twitter.com/stjoes_brackrdg

Instagram <https://www.instagram.com/stjosephandstanthony/>

Instagram <https://www.instagram.com/careforcreation4017/>

Pinterest https://pinterest.com/stjoes_brackrdg

YouTube https://www.youtube.com.au/channel/UCstjoes_brackrdg/

Vimeo <https://vimeo.com/stjosephs>

A simple set of Business Rules, for the parish Facebook, were initially approved by the Parish Pastoral Council on 13 October 2014, 12 December 2016 and **in 3 August 2018**.

This is the **fourth major revision – version 4.0** - which now encompasses all parish social media.

The business rules are underpinned by the -

[‘Social Networking Policy for the Catholic Church in Australia dated May 2015’](#) and

[Archdiocese of Brisbane Online Publishing Guidelines - received 18 December 2019](#) and

[Archdiocesan Voice & Video Meeting Tools \(ICT\), received 7 April 2020](#)

1	Photographs and videos of people are permitted with prior approval from the persons concerned. Approval may be verbal.
2.1	Photographs and videos of children are to be predominantly ‘back of head shots’ or where children are unable to be identified - unless written permission is given by parents / carers.
2.2	note: Prior approval is required from parish youth leader and parish priest before videos and/or photographic material, of persons under 18 years of age who may be identified, is published to any type of parish social media by parish social media volunteer. (youth leader will check and advise status of written parental permission).
	<i>This rule is a requirement of PPC</i>
3	Photographs of parish property may require permission of parish priest / 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?’</i> <i>If still in doubt – consult with priest.</i>
7	Only post social media content that would pass current newsletter “benchmark” of acceptability.
8	No commercial advertising.

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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 posts per week - Facebook is 25, Instagram is 2, Twitter is 6 and may increase seasonally e.g. Easter etc.
11	No humour or quirky messages etc., which 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.</i> <i>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 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	Care is taken to use images that are either owned, in public domain, or requiring creative commons attribution . Websites such as Unsplash, FreeBibleImages.org, Ids.org etc. are utilised with appropriate attribution, if required by the organisation.
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, Twitter, Instagram. Comments of this type are rare.
18	Social media volunteer has the ability to permanently block poster, if required. And will do so, without hesitation. <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.
20	All websites contain hyperlinks to the Archdiocesan Privacy Policy
21	Parish social media contains Acknowledgement of Country as follows: <i>We acknowledge the Turrbal people, the traditional custodians on whose land we worship</i> <i>This major revision 4.0 is a DRAFT submission to the Parish Priest and Parish Pastoral Council for their approval. It comes with a recommendation from the Social Media Volunteer that reviews / approval should be annual and not biannual.</i>