Archdiocese of Brisbane

Online Publishing Guidelines

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Preface

Online and social media publishing guidelines for the Archdiocese of Brisbane.

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1. Introduction

1.1 Preface

Social and online media has changed the way people communicate, access and share information. Use of these digital media platforms and technologies continue to grow with the proliferation of mobile and tablet devices able to access these mediums.

Social and online media are an effective and efficient way to reach audiences as a key communication strategy for ministry. However, with greater reach and opportunity for interaction, these mediums bring with them a series of privacy and general use issues which must be carefully considered.

This document provides guidelines for the professional use of online and digital media by Archdiocese of Brisbane personnel. It provides tips and ideas for utilising these mediums as a key component of communication strategies for the various ministries across the archdiocese.

1.2 To whom this document applies

This document applies to those working with the Archbishop of Brisbane as their ultimate head director, either employed, volunteering or under contract basis, or where a funding agreement states they are working on behalf of the archdiocese.

1.3 Right to review

The Archdiocese of Brisbane reserves the right to review any online activity of those covered in section 1.2 if there are reasonable grounds for believing that these guidelines are being breached or ignored and reputational damage can ensue.

1.4 Guiding principles

This document is not designed to stand alone and should be used in conjunction with other key publications including:

- Archdiocese of Brisbane Social Media Use By Employees
- ACBC Social Media Protocol
- Centacare Brisbane Social Media Policy
- World Communications Day messages by the Holy Father

In particular, the following excerpts should be reflected on and kept in mind when engaging with social and online media:

Excerpts from Pope Benedict XVI, 47th World Communications Day message (2013)

"...unless the Good News is made known also in the digital world, it may be absent in the experience of many people for whom this existential space is important. The digital environment is not a parallel or purely virtual world, but is part of the daily experience of many people, especially the young."

"These spaces, when engaged in a wise and balanced way, help to foster forms of dialogue and debate which, if conducted respectfully and with concern for privacy, responsibility and truthfulness, can reinforce the bonds of unity between individuals and effectively promote the harmony of the human family. The exchange of information can become true communication, links ripen into friendships, and connections facilitate communion. If the networks are called to realize this great potential, the people involved in them must make an effort to be authentic since, in these spaces, it is not only ideas and information that are shared, but ultimately our very selves."

"In social networks, believers show their authenticity by sharing the profound source of their hope and joy: faith in the merciful and loving God revealed in Christ Jesus. This sharing consists not only in the explicit expression of their faith, but also in their witness, in the way in which they communicate "choices, preferences and judgements that are fully consistent with the Gospel, even when it is not spoken of specifically"

Excerpts from ACBC Social Media Protocol

"Those who engage in social networking as part of their Church ministry should do so in the name of evangelisation"

"...at each step in the social networking endeavour, care should be taken by Church personnel to ensure that the innate dignity of each person is upheld"

"On-line and off-line behaviour of clergy, Church employees and members of Church organisations – particularly those representing the Church – should always demonstrate a Christ-centred love for others."

1.5 Key contacts and support network

1.5.1 Communication support within the Archdiocese of Brisbane

Should you require support of any kind with your utilisation of social and online media please contact the Archdiocesan Communication Office:

Phone: 07 3224 3227
Email: communications@bne.catholic.net.au

Level 2 Penola Place
143 Edward St
Brisbane Q 4001

1.5.2 Wider community key support contacts

Should you encounter an issue which requires support from or discussion with the wider Catholic community you may wish to directly contact some of the organisations and personnel listed in appendix 9.12 where appropriate.

The Archdiocese of Brisbane Communication Office can assist you with seeking support where appropriate. See section 1.5.1.

2. Establishing an online or social media presence

2.1 Goals and strategies of effective digital media use

Use of online and social media by Archdiocese of Brisbane personnel should ultimately aim to achieve the following:

- Reflect online the community that is the Church by fostering discussion, participation and engagement with Church activities.
- Drive traffic to archdiocesan websites by generating interest in the offerings of the Church.
- Ensure important publications and messages reach as many people as possible by dissemination through online platforms.
- Engage those already connected to Church life and, in doing so, aim to also reach those who are within their networks but not currently connected to Church life.

"It is not about starting again, but entering into the long path of proclaiming the Gospel with the apostolic courage of Paul who would go so far as to say "Woe to me if I do not preach the Gospel!" (1 Corinthians 9:16). Throughout history, from the first centuries of the Christian era to the present, the Gospel has edified communities of believers in all parts of the world. Whether small or great, these are the fruit of the dedication of generations of witnesses to Jesus – missionaries and martyrs – whom we remember with gratitude."
Synod of Bishops on New Evangelisations, October 26, 2012.

2.2 Choosing a social media platform

Not all social media platforms will be appropriate or beneficial for specific ministries. It is therefore crucial to consider the intended purpose (e.g. sharing photos, promoting events, providing news and information) and audience of your message. This will assist in choosing platforms that best suit your needs and resources.

See appendices 9.1 and 9.2 for breakdowns of popular social media platforms alongside their pros and cons.

2.3 Administration personnel

Administration personnel must be identified prior to the physical setup of any social or online media account, and the following steps should be taken:

- Always obtain approval from the right person before establishing social media profiles or online pages. For example, the parish priest should give permission before a youth group Facebook page is set up.
- Each social media account should have a minimum of two administrators that:
    - Have access to login details
    - Have been granted posting access
    - Are fully aware of all policies and procedures relating to social and online media use within the Archdiocese of Brisbane
    - Have read the terms and conditions of each platform or service they are being given access to administer

While it is not necessary for all page administrators to be actively involved in social media activity, appointing multiple administrators will ensure that accounts can be accessed and updated at all times.

2.4 Using the Archdiocese of Brisbane name and Coat of Arms

The Archdiocese of Brisbane name and coat of arms may only be used by personnel who fall into the categorisation classified in section 1.2.

Others, such as some ministry groups, may state that they work *within* the geographical boundaries of the Archdiocese of Brisbane however must make clear that they are not officially working *on behalf* of the archdiocese.

Where the presence falls into the categorisation of section 1.2, the Archdiocese of Brisbane name and Coat of Arms should be displayed clearly to ensure all users are aware that the digital media presence is an official Archdiocese of Brisbane presence.

See appendix 9.11 for guidelines and files relating to the use of the Archdiocese of Brisbane Coat of Arms.

2.5 Privacy

Privacy is an important consideration when setting up both a social media and traditional website presence.

The following must be considered prior to setting up your digital media presence and regularly reflected on after it is established:

- When setting up a social media presence ensure you review appendix 9.2 and choose appropriate account to suit application.
- When setting up a traditional website ensure you include and adhere to the standard archdiocesan privacy policy and collection statement in appendix 9.9.
- Due to privacy issues, hosting for traditional websites should be based in Australia where private information could be retained by the website.
- Always bear in mind the Australian Spam Act 2003 (http://www.acma.gov.au/scripts/nc.dll?WEB/STANDARD/1001/pc=PC_310321)
- The content publishing guidelines (section 4.1) must be closely considered with particular reference to respecting the privacy of individuals in all of textual, photographic and video content.
- Where applicable, guidelines for social networking with under 18s (section 4.4) must be closely followed.
- Archdiocesan personnel commissioning the online tool should be familiar with the Archdiocesan Privacy Manual found on the Archdiocesan Intranet.
- Where applicable, a private information removal or de-identification strategy should be defined to ensure private information is only held for the period for which it is required.
- Only collect personal information absolutely required.

2.6 Code of conduct

A code of conduct should be developed as a series of rules by which official postings by administrators and user generated posts or comments must follow.

See appendix 9.3 for a sample code of conduct.

You should ensure that this is made clearly available on each platform you utilise. Where you are using social media platforms, you can display a link to your code of conduct within the standard *'About'* section.

The code of conduct gives you the framework to use in moderating the content published via your online platform.

2.7 Establishing a social media presence

A checklist is available to facilitate the establishment of a social media presence for your ministry which highlights the considerations below (appendix 9.4).

- Do not rely on social media presence as the sole form of communication; continue to communicate through other means such as website posts, printed materials, emails, newsletters, phone calls etc.

- Nominated administration personnel have reviewed this document and supporting documentation as outlined throughout.
- Appropriate permission has been sought from archdiocesan management to allow the setup of a social media presence (section 2.3)
- Where applicable, nominated administration personnel have signed any and all necessary paperwork.
- Appropriate passwords are chosen to limit the possibility of hacking (section 3)
- Two administration personnel have been identified and given appropriate access to the account (section 2.3)
- Choose page handle/name carefully, as some platforms do not allow usernames to be changed after sign up
- The various social media options have been considered and the most appropriate platforms chosen as required by the goals and resources of the ministry or organisation (section 2.1 and 2.2)
- Develop and post your code of conduct for both official and user generated content (a sample is available in section 9.3)
- Privacy settings have been considered and set accordingly (section 2.5)
- If applicable, make clear that the social media presence is either an official Archdiocese of Brisbane account or is not official (section 2.4)
- A user generated content moderation schedule has been developed to ensure regular and timely verification of adherence to the Code of Conduct (section 2.6)
- Prior to setting up the social media platform accounts "Social networking with under 18s" (section 4.4) is considered.
- The Archdiocesan Communication Office has been notified of the new social media presence for addition to record keeping (communications@bne.catholic.net.au)
- The "Managing a presence" guidelines (section 4) are referred to in the development of all content and interaction going forward.
- The user generated content moderation flowchart in appendix 9.13 is made available to all administrators; you may find it useful to laminate and provide to administrators as a reference point going forward.
- Review the Tips and Tricks section for ideas on effective use of social media (section 6.1)

2.8 Establishing a traditional website or blog presence

Establishing a website is an important element to the communication strategy for any ministry or organisation. After all, some would believe that if an organisation doesn't exist in Google it doesn't exist at all.

A checklist is available to facilitate the establishment of a traditional website presence for your ministry which highlights the considerations below (appendix 9.5):

- Websites should not function as the sole communication medium; communication should be carried out through other means such as

social media updates, printed materials, emails, newsletters, phone calls etc
- Take a holistic approach to your website and ensure you interlink between website, social media pages, blogs and apps.
- Nominated administration personnel have reviewed this document and supporting documentation as outlined throughout.
- Appropriate permission has been sought from archdiocesan management to allow the web presence to be set up (section 2.3)
- A volunteer or developer has been sourced who is skilled in developing websites (section 2.8.1)
- Considerations have been made regarding domain name and hosting options (section 2.8.2)
- WordPress is the recommended open source content management system (http://wordpress.org)
- The developer is made aware of this document with particular reference to the web architecture guidelines (section 2.8)
- Appropriate passwords are chosen to limit the possibility of hacking (section 3)
- If applicable, it is made clear that the web presence is either an official Archdiocese of Brisbane account or is not official (section 2.4)
- Privacy considerations have been made and the privacy policy prepared (section 2.5)
- Accessibility considerations have been made and accessibility information policy prepared (section 9.8)
- If comments or other user generated content are allowed, a Code of Conduct has been uploaded for both officially posted material and user generated content (section 2.6)
- If comments or other user generated content are allowed, a user generated content moderation schedule has been developed to ensure regular and timely verification of adherence to the Code of Conduct (section 4.3)
- The Archdiocesan Communication Office has been notified of the new website presence (section 2.9)
- The managing a presence guidelines (section 4) are to be referred to in the development of all content and interaction going forward.
- The user generated content moderation flowchart in appendix 9.13 is made available to all administrators; you may find it useful to laminate and provide to administrators as a reference point going forward.
- Review the Tips and Tricks section for ideas for successful websites (section 6.2)

2.8.1 Locating a developer

It can be expensive to have a website professionally built. The following outlines some ideas for possible options if your ministry's budget does not extend this far.

- Seek out a volunteer within your community. Often there are both professional and skilled amateur web developers close by. If choosing an amateur developer ensure you show them the web architecture guidelines straight away to ensure they are comfortable with developing to the standard required.

- Contact the Archdiocesan Communication Office (communications@bne.catholic.net.au or 07 3324 3227). The office may be able to assist with development or connect you with competitively priced developers with a track record of good work.
- If choosing a professional developer it is strongly recommended you choose someone with formal training in computer science or web / multimedia development.

2.8.2 Domain names and hosting

Domain name and hosting arrangements should be carefully made as it can be difficult to change them later.

The domain name is the address the users of your website will type into their browser to load up your website. Hosting provides the web server which responds to requests and delivers web files to users.

When considering a domain name keep in mind the following:
- Keep the domain name as short as possible
- Try to match domain name to the most important search term
- Avoid abbreviations if possible
- .org.au or .org domain names are often the best choice for Catholic organisations
- Avoid hyphens and numbers where possible as they can be hard to communicate vocally

The Archdiocesan Communication Office offers hosting packages available to organisations within the Archdiocese of Brisbane.

This hosting comprises of the following:

- Windows Server 2012
- Internet Information Services 8 with URL Rewrite module installed
- Available technologies: ASP, .Net, PHP 5.6
- Available database server: MySQL 5.6
- Zend OpCode PHP cache (scripts may take up to 30 seconds for changes to appear)
- No bandwidth limitations
- An identically configured development server is in place to be used during the development phase. Sites must pass an informal security and policy audit prior to being migrated to the production server.

The package available free to parishes and deaneries is slightly limited due to the support services required:

- Free for parishes and deaneries
- 50 MB of disk space
- No database connectivity

Costs, setup and management support is available through:

- Matthew Cassidy - Archdiocesan Communication Office
  cassidym@bne.catholic.net.au
  07 3324 3226

Should you choose to purchase hosting, keep in mind the following:

- Due to privacy issues ensure you host in Australia unless absolutely necessary
- Most hosting providers have a not-for-profit package which is more competitively priced than standard business hosting
- Shared hosting will usually be sufficient
- Your developer will usually have experience in this area and may offer some recommended hosting organisations

2.9 Web / blog architecture guidelines

It is imperative that websites are built according to bare minimum standards which ensure the target audiences of your ministry are able to access your site without hindrance. To this end the web architecture guidelines (section 9.6) must be followed in the development of all new websites.

It is understood that some organisations cannot have their website professionally built and that amateur developers may not have the time or knowledge to develop to the standard outlined. In these cases *mandatory* elements which require advanced knowledge or are time consuming may be *strongly recommended* and may be passed over dependent on your developer.

Ensure your developer has access to a copy of the checklist (section 9.6) as early as possible in the development of your website.

3. Security

Security is an important consideration when dealing with any online service. The following should be kept in mind when developing or using online services:

- When possible, all domain names, usernames and Facebook pages etc that could be linked to important personnel should be acquired to stop impersonators.
- Where an impersonator is found or suspected immediately report to communications@bne.catholic.net.au or 07 3324 3227
- Any threats of violence, self harm, harm to others or criminal accusations must be immediately reported to communications@bne.catholic.net.au or 07 3324 3227 along with the appropriate authorities or aid group if necessary (Lifeline can be contacted at http://www.lifeline.org.au and 13 11 14).
- Ensure that up to date antivirus and antimalware software is running on your computer.
- Sign out of social media accounts when not required

- Where the archdiocesan hosting environment is used websites must be staged and tested on the archdiocesan development server. Websites must pass a security and policy audit before being migrated to the production server.
- It is imperative that a good password is chosen:

    - Avoid:
        - Dictionary words or names
        - Birth dates
        - Using the same password for different services
        - Writing down your password and keeping it with your computer
    - Do:
        - Use at least 8 characters
        - Use a combination of uppercase and lowercase letters, numbers and special characters
        - Use a secure password storage tool such as LastPass and use it to generate and store very long passwords
    - Handy technique:
        - Choose a sentence not easy to guess such as the lyrics to a song.
            - Eg. *"Hey Jude don't be afraid, You were made to go out and get her."*
        - Use the first letter from each word to create your password. This makes your password long and complicated yet memorable.
            - Eg. *"HJdba,Ywm2go&gh."*

4. Managing a presence

Once your online presence has been established you are ready to start posting your content and interacting with your community. This section deals with guidelines for managing your existing online presence.

4.1 Content publishing guidelines

Before posting any new content you should consider the following:

- Become familiar with and always adhere to the Archdiocesan Social Media Policy, Privacy Policy, Accessibility Policy, Employee Code of Conduct and Use of Communication Mediums.
- Abide by copyright law.
- Ensure you abide by your own user code of practice.
- Whether managing a traditional website or social media presence you should be familiar with the 'Content Quality Standards' and 'Use of photography guidelines' of appendix 9.6.
- Maintain credibility by ensuring your content contains no spelling or grammatical errors. Importantly consider the many Catholic terms which should be capitalised such as:
    - Mass

- o Catholic Church
- o He
- Always bear in mind a multi-platform integrated strategy: linking with official archdiocesan websites, social media and affiliate websites where applicable. Don't rely on one platform to convey your message.
- Always admit and correct any mistake.
- Abide by the prohibited topics in section 4.2.
- Only those qualified or nominated to post on the official position of the archdiocese or other organisation may do so.

4.2 Prohibited topics

The following are prohibited from discussion through official archdiocesan online publishing mediums:

- Any information which is embargoed or subject to legal or law proceedings (including the possibility of a court appeal)
- Private details (including email address) of any person without permission
- Endorsement of political parties
    - o You may however discuss and endorse political policies where reasoning is clear and adheres to Catholic Social Teaching
- Endorsement of any commercial organisations
    - o You may, however, endorse funding partners, sponsors and advertisers

4.3 User generated content moderation

User generated content is anything posted to your online presence by anyone other than your official administrators. This includes posts, comments, photos, video etc.

User generated content may not always adhere to your code of conduct. Due to this fact, you should consider the points within this section. These will give an understanding of the various types of user generated content moderation along with guidelines for managing various types of problems.

Additionally a hands-on flowchart is provided in appendix 9.13 which can act as a useful tool in managing user generated content. It is a good idea to print and laminate the flowchart and ensure a copy is kept at your administrators' workstations.

4.3.1 What is moderation

Within the context of this section, moderation is the review of user generated content in the light of the Archdiocese of Brisbane's Social Media Code of Conduct. Any content found in contravention of the Social Media Code of Conduct will be subject to removal. Depending on the seriousness or

continued breach of the Code of Conduct, the user may also be subject to removal from the online community.

In addition to moderating user generated content as outlined here, it is recommended you consider the following to aid in moderation tasks:

- If available, take advantage of moderation blacklists and profanity filter tools.
- Be careful about who is added to groups and monitor those you are not sure about.
- Ensure your administrators receive notifications about new content posted to your online platforms.
- It can be difficult to make a complicated point via social media platforms. It is a good idea to keep abreast of good authoritative sources to point to if a complex discussion begins. You might find some useful pointers at the archdiocesan 'Teachings of the Catholic Church' page: http://brisbanecatholic.org.au/life/teachings-of-the-catholic-church/
- Develop a schedule of user content moderation (eg person X will review all user generated content each day at 9:00am).
- Keep in mind all content publishing guidelines (section 4.1) when responding to user generated content.
- Review appendix 9.2 and determine the best privacy set up for your account.

4.3.2 Types of moderation

4.3.2.1 Pre-moderation

Pre-moderation is commonly available on blogs and sometimes an option on social media platforms.

Pre-moderation is the process whereby all posts and comments are moderated and must be approved by an administrator before they become public.

Advantages: No posts can be viewed publicly unless approved by an administrator.

Disadvantages: The flow of conversation is greatly restricted and the amount of work required by administrators greatly increases.

4.3.2.2 Post-moderation

Post-moderation is universally available across all social media and online platforms.

Post-moderation is simply the manual review of all posts after they are published. Everything posted by the users of your online platform will become instantly public; it is then up to your administrators to manually review each post and action it accordingly.

Post-moderation is the recommended moderation tool for most online platforms as it provides a good mix of fostering community and discussion with fast moderation of inappropriate posts if administration time allows.

Advantages: Fosters community and discussion freely.

Disadvantages: It is possible that some inappropriate posts will be visible to the public.

4.3.2.3 Reactive moderation

Reactive moderation is not recommended and is not widely available as a moderation method across online platforms.

Reactive moderation is the same as post-moderation, however, posts are only reviewed when marked as inappropriate by members of the community.

Advantages: Fosters community and discussion freely while not requiring administration time to moderate every post.

Disadvantages: Relies on your community to alert you to inappropriate posts.

4.3.3 Moderation guidelines

The following outlines some suggested courses of action, depending on the various problems which may arise through your online media platforms.
You may find it useful to utilise the flowchart in appendix 9.13 along with the points below.

This section is adapted with permission from the United States Conference of Catholic Bishops social media policy.

4.3.3.1 Straight problems

Definition:
- The post or comment discusses an issue with either the organisation running the online presence or the Church in general including the author's reasoning.

Response:
- Negative comments or criticisms are not against the code of conduct when founded on fact or reasonable opinion. While it may be instinctive to delete these posts or comments, you build trust and loyalty when responding with a positive message.
- Such posts or comments can present an opportunity to inform and educate. Respond thoughtfully and point to further information if applicable. Remember that it can be difficult to make a complex point within social media so it is often wise to point to an authoritative source.

Example:

- *Post:* The new translation of the Roman Missal is awkward and difficult to pray. Shouldn't prayer touch the heart and be felt in a personal way? Struggling with words like 'consubstantial' impedes the flow of the prayer for me.

- *Response:* Thank you for your comments regarding the new translation of the Roman Missal. For questions regarding its use within Australia we encourage you to visit the website: http://www.catholic.org.au/index.php?option=com_content&view=article&id=1893&Itemid=436

4.3.3.2 Constructive criticism

Definition:
- The post or comment points out a perceived or actual flaw, oversight, error or omission with the organisation, Archdiocese of Brisbane or associated online presence. It can be perceived as negative however is often helpful to receive.

Response:
- Depending on the criticism, address the issue and respond positively.

Example:
- *Post:* I would like to be able to see a list of all Mass times. This shouldn't be hard to put together yet I cannot find it on your site. Please make this information available. Thank you!

- *Response:* Thank you for your suggestion. At present we are not able to distribute a list of all Mass times publicly as changes are difficult to keep track of with our current system. We are in the process of implementing a new system which will allow this and hope for it to be available soon.

4.3.3.3 Trolling / spam

Definition:
- Trolls deliberately attempt to upset others by making groundless statements. Spammers will use your online platform as an attempt to advertise their commercial products by including a web link.

Response:
- Depending on severity, the comment or post and user should be removed or blocked from your platform. Alternatively employ the straight problem moderation guidelines above.

Examples:
- *Trolling post:* The Catholic Church has no place in the 21st century.
- *Spam post:* Hey guys - check out our huge range of shoes on sale now!

4.3.4 Support

Support for dealing with any difficult issues is available as outlined in section 1.5 *'Key contacts and support network'*.

4.4 Social networking with under 18s

Social networking with individuals under the age of 18 requires some carefully considered parameters. You should consider the following when setting up an online platform which may engage those under 18:

- Ensure administrators are familiar with these guidelines and supporting documents. It may be worthwhile having admin personnel sign a confirmation to acknowledge that the guidelines have been read and understood.
- Parents should be made aware of how online interaction is intended to be used in communication with their children.
- If requested, parents must be copied in on all online communications with their children.
- Where online interactions are password protected parents should be given the opportunity to access the material.
- Outline who the official administrators are in the *'About'* or similar section.
- Never post personally identifiable information (including photos and video) without verifiable consent of parents. See appendix 9.10 for a sample photographic release form.
- Never actively *'Tag'* young people in photos; let them initiate tagging.
- Any use of live streaming or chat rooms that leads to, supports, or encourages exclusive youth-adult relationships is not permitted. eg. Facebook instant messaging, chat rooms, live video etc.
- Compliance with the Child Protection Act is mandatory.
- Where an issue arises that may be considered confidential ensure that face to face discussions occurs offline as opposed to continuing the conversation online.
- Be aware that many popular social media platforms (such as Facebook, Pinterest and Instagram) prohibit users under the age of 13 to sign up for an account.

4.4.1 Social media use by youth ministry personnel

Where a social media platform is being used to facilitate the youth ministry within a parish or deanery, the following further points should be considered prior to setting up the accounts:

- A deanery or parish account should be set up as opposed to the youth minister using their personal account.
- When using Facebook a *Page* should be used and not a *Personal Profile* (see appendix 9.2 for more information).
- It is recommended youth ministry personnel post to the account *as* the account as opposed to using their personal profile. For example the

youth minister should log in with the *Page* credentials to post and not their personal account credentials.

▪ To personalise posts the youth minister should sign off with their name or initials.

4.5 Personal online publishing by archdiocesan personnel

Many church personnel are public figures who are known to many and are seen to be a representative of the values and beliefs of the Catholic Church. Due to this fact there are a series of considerations you should make when publishing personally to social media platforms:

▪ Be aware that your personal social media and web activity can reflect the Archdiocese of Brisbane. This is especially pertinent for individuals who choose to display information such as job title or employer details on personal social networking profiles. Anything you post should reflect the values of the Catholic Church.

▪ The 'Managing a Presence Guidelines' (section 4) apply to personal online activity; particularly for public archdiocesan personnel such as priests.

▪ Individuals who adopt social media for professional use (e.g. journalists/reporters for the Catholic Leader) should ensure that a disclaimer is visible on all profiles to publicly acknowledge that all views and comments are their own. Some simple yet effective examples:
  o Tweets are my own.
  o The views expressed on this website are mine alone and do not necessarily reflect the views of the Archdiocese of Brisbane.

▪ Ensure you maintain online integrity - your online self should be consistent with your offline self.

5. Management

5.1 Reporting and monitoring

Should you find any activity you feel is contrary to this document please follow one of the following:

▪ Depending on the severity of the issue you may feel comfortable speaking directly to the administrators of the online page or profile.
▪ Alternatively, please contact communications@bne.catholic.net.au.

5.2 Enforcement

Breaches of these guidelines will be dealt with by the appropriate archdiocesan representative, in a review of the employment / funding agreement. Breach of these guidelines by employees could lead to dismissal.

6. Tips and Tricks

This section details some tried and true tips for successful use of both social media and traditional websites.

6.1 Tips for successful use of social media

- Always remember that social media is constantly changing; keep reading up on the latest platforms and trends. Pay particular attention to new privacy considerations.
- Post at regular times depending when your target audience is most likely to be accessible.
- The 4:1 Rule: for every one post where you talk about yourself, post four that are informative, inspirational, entertaining, engaging, re(marketable) or promotes others
- Avoid social media narcissism: ensure you interact with followers and not just use social media for self-promotion.
- In a workplace it may be wise to nominate a role responsible for social media interaction.
- Be Visible: use clear and professional photography, high quality designs, consistency with names for accounts and include a credible and informative "about me" section.
- If you have the option to display a header or cover image (such as on a Facebook page or Twitter profile) ensure you use it as a promotional tool if applicable: promote upcoming events/news/headlines or use to convey important information.
- Humour is especially good for evangelising; God has a great sense of humour, so should His people.
- All links to post should be prefaced with a description, quote extract, recommendation, or comment about the post.
- Wherever possible, and if resources/time allow, avoid copy-pasting and cross-posting. Tailor your message to the specific platform and audience where possible.
- Always link to a source when publishing news or other copyrighted material. It is best to post a snippet of an article, which stands out to you, and provide a link to the article rather than simply copying and pasting the complete text.
- Tips for Facebook posts:
  - Posts which encourage interaction, such as posing a question, tend to receive the highest number of likes, comments and overall engagement.
  - Posts should have an informal tone and be limited to approximately 40 - 50 words.
  - Include imagery and a call to action where possible.

- Tips for creating a tweet:
  - Use abbreviations and URL shortening to make the most of your 140 character allowance.
  - Condense information and provide a call to action.
  - Some archdiocesan websites have automatically generated short URLs – see the page in question for more information.

6.2 Tips for successful websites / blogs

- Include buttons for users to instantly like, recommend or discuss your website through social media platforms. Remember you can do this without having your own social media accounts.
- Always link to your own website where possible. For example, embed YouTube clips into your site and link to the specific page as opposed to the YouTube page for your clip.
- Always clearly show contact and address details for all touch points with the general public.
- Use high quality, inviting photography.
- Try to include a call to action, such as 'Register Now', or a point for further information.
- Ensure content writers are familiar with the web architecture guidelines (appendix 9.6) as well as your development team. Aim to achieve all recommended points.
- All Catholic organisations should strive to develop and regularly review and update a website

7. Further Reading

- [Australian Catholic Bishops Conference Social-Networking Policy](#)
- [Jakob Nielson Reports](#)
- [W3C Content Accessibility Guidelines (WCAG) 2.0](#)
- [ACMA Spam Act and Codes of Practice](#)
- [Privacy Act](#)
- [Angela Sealana: thesis on new evangelisation](#)
- [The Church and New Media by Brandon Vogt](#)
- [Fr Roderick Vonhogen](#)
- [The New Evangelizers](#)
- [Patrick Padley](#)

8. Acknowledgments

- Helen Osman, United States Conference of Catholic Bishops
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- National Federation for Catholic Youth Ministry

9. Appendices

9.1 Choosing a social media platform

Choosing your social media platforms should be one of the first things you consider when you develop your social media strategy. Not all social media platforms are the same, although they might work in similar ways to promote dialogue, interactivity, connection and community.

This section will provide a short summary of the top four social media platforms - Facebook, Twitter, Pinterest and YouTube - to give you a better understanding of the various options.

9.1.1 Facebook

Approximately 12 million Australians are active on Facebook (as at May 2013), making it the most populated social media platform to date. Facebook is a powerful platform for any ministry that requires brand and personality building through the use of Facebook Pages.

Facebook primarily works on taste sharing with the ability to 'like' posts, and allows users to promote their tastes with friends and subscribers. Facebook is best for ministries and apostolates that wish to build a close network or community, want to actively engage in conversations about particular issues, events, or topics.

There are a number of varying options of Facebook accounts each with its own advantages and disadvantages. See appendix 9.2 for a breakdown of Facebook account options.

Advantages: Most people are on Facebook.

Disadvantages: Due to Facebook's news feed functionality, only 5% of your posts can be seen by your friends.

9.1.2 Twitter

Twitter is a popular social media tool for sharing information quickly and to a wide audience. Your messages, known as "Tweets", can be shared to users who "Follow" your account, or to the general Twitter public with the use of trends and hashtags (#).

Twitter is often referred to as a 'micro-blogging' platform because of its limit to 140 characters per tweet. However, the capacity to insert links to videos, images, and web pages has made information more broad.

Journalists and PR practitioners use Twitter heavily in their research for sources and backgrounding. For others, it is a great tool for information resources or exploring blog articles, if you have the time to scroll through the news feed.

Advantages: Ability to share information, but also to receive information which will increase your information capital.

Disadvantages: Tweets pass very quickly, so information can be missed. Users need to spend a consistent amount of time following tweets.

9.1.3 YouTube

Currently the biggest video sharing website, YouTube allows you to create, upload and share videos. The YouTube community is incredibly strong, with 1 billion unique visitors accessing the site daily.

YouTube is not just for watching videos, but sharing your own self-produced content as free advertising, promotions and marketing. Audiences are fairly forgiving when it comes to video quality, especially with the increase of video phone uploads.

There are billions of people visiting YouTube site daily making it an excellent tool for the new evangelisation.

Advantages: Access to wide audience.

Disadvantages: Easy to get distracted by the sheer volume of videos.

9.1.4 Pinterest

For any ministry or Catholic organisation looking to engage their audience visually, Pinterest is the optimal tool.

Images that are found online or photographed are 'pinned' onto a Pinterest board (of which you can create several categories). Successful images are typographic quotes, infographics, DIY and creative inspirations. The images are linked to the image website source which helps gives context to any images pinned.

Images can be re-pinned by your followers and the existing community, which will in turn increase your reach. The best use of Pinterest is to inspire and motivate your followers.

Advantages: Ability to inspire your audience with visually appealing images and photography.

Disadvantages: There are images that some might find offensive however, this is the reality of being part of an open community pool.

9.2 Social media account and privacy options

9.2.1 Facebook

9.2.1.1 Timeline / Profile

There are three main privacy settings that determine who can see the content on your Facebook Timeline, including any posts, status updates and photos.

- **Public:** everyone can view your Timeline and posts

- **Friends:** only people who you have added or confirmed as a friend will be able to view your posts

- **Custom:** if you have created any friends "lists" (e.g. family, work colleagues, university friends etc), the custom option enables you to ensure that only the people on a certain list can view your post. The custom option also allows you to individually select which friends can (or cannot) view your post.
  Users may choose a default setting so that all new posts automatically reflect a preferred privacy setting. However, it is also possible to change privacy settings for each individual post.

9.2.1.2 Groups

There are three main privacy settings to control who can see your group.

- **Open / public:** everyone can view what is posted and who is a member.

- **Closed:** everyone can see the group and its members, but only approved members can view posts.

- **Secret:** only approved members can see the group, members and what people are posting.

9.2.1.3 Pages

Facebook Pages are intended to be a public and visible platform for organisations, businesses, brands and public figures. As such, there are limited options for restricting visibility and Pages can generally be viewed by anyone, even individuals without an Facebook account. However, some useful privacy settings for Page administrators are indicated below:

- **Published vs unpublished:** all Facebook Pages that are visible to the public are "published", however it is possible to work in an "unpublished mode", meaning it will be hidden from the public and only visible by admin. This is a useful setting when first setting up a Page.

- You may restrict fans from contacting Page administrators privately via the "message" button.

9.2.2 Twitter

There are only two privacy settings on Twitter:

- **Public (default setting):** Tweets can be viewed by anyone, even individuals without a Twitter account.

- **Protected:** Tweets can only be viewed and retweeted by followers you have approved. To be approved, individuals will need to request to follow you. Your tweets will not show up in Twitter searches or other search engines.

9.2.3 YouTube

There are three privacy settings for videos uploaded to YouTube.

- **Public (default setting):** videos can be viewed by anyone, even those without a YouTube account.

- **Unlisted:** unlisted videos can only be viewed by people who have access to the direct URL. However, if the URL is posted publicly (for example, on a website) anyone who clicks on the link will be able to view the video.

- **Private:** private videos can be shared with up to 50 people. You will be required to invite selected individuals (with a YouTube account) to view the video. The video will not be visible to other YouTube users or show up in search results.

9.2.4 Instagram

There are only two privacy settings on Instagram.

- **Public:** by default, your profile, followers and following lists, and any photos or videos uploaded can be viewed by anyone using the Instagram app or accessing Instagram through the web.

- **Private:** you can change your settings to "Posts are Private". Users will be required to send you a follow request in order to see your uploads. You will then be prompted to approve or deny the request.

9.2.5 Pinterest

Pinterest is designed to be an open photograph sharing platform. As a result there is only one basic privacy option available.

- **Private boards:** You may set up boards which are private and can be shared only with other users of your choosing (who have a Pinterest account).

9.3 Standard online media code of conduct

The following standard online media code of conduct may be used verbatim or adjusted according to the needs of your ministry.

It is available for direct linking if necessary at:
http://brisbanecatholic.org.au/connect/online-code-conduct/

> The purpose of this page is to provide an interactive forum where readers can gather and discuss information about the wide range of issues addressed by the work and mission of the Archdiocese of Brisbane.
>
> Followers are encouraged to post questions, comments and concerns, but should remember this is a moderated online discussion hosted by the Archdiocese of Brisbane.
>
> The Archdiocese of Brisbane appreciates healthy, constructive debate and discussion; that means we ask that comments be kept civil in tone and reflect the charity and respect that marks Christian discourse.
>
> Comments will not be removed simply because they express opinions in disagreement with the Archdiocese of Brisbane. However, comments that may be deleted include those that contain:
>
> - Vulgar language (including vulgar abbreviations)
> - Personal attacks or inflammatory remarks against a person or group
> - Content blatantly off topic
> - Spam
> - Links to sites that contain offensive material or attack the Archdiocese of Brisbane and its mission
> - Promotion of services, products, political organisations or agendas
> - Information that is factually incorrect
>
> The Archdiocese of Brisbane reserves the right to remove posters who violate this policy.
>
> Comments left by others on this page do not reflect the views of the Archdiocese of Brisbane.

9.4 Establishing a social media presence checklist

A checklist of the recommendations throughout the process of establishing a social media presence as detailed in section 2.7 follows.

Complete	Action
	The social media presence will not act as the sole communication medium

---

	Nominated administration personnel have reviewed this document and supporting documentation as outlined throughout
	Where applicable, nominated administration personnel have signed any and all necessary paperwork
	Appropriate passwords are chosen to limit the possibility of hacking (section 3)
	Two administration personnel have been identified and given appropriate access to the account (section 2.3)
	The page handle/name has been chosen carefully, as some platforms do not allow usernames to be changed after sign up
	The various social media options have been considered and the most appropriate platforms chosen as required by the goals and resources of the ministry or organisation (section 2.1 and 2.2)
	A code of conduct has been developed and posted to each platform in use (a sample is available in section 9.3)
	Privacy settings have been considered and set (section 2.5)
	If applicable, make clear that the social media presence is either an official Archdiocese of Brisbane account or is not official (section 2.4)
	A user generated content moderation schedule has been developed to ensure regular and timely verification of adherence to the Code of Conduct (section 2.6)
	"Social networking with under 18s" (section 4.4) has been considered
	The Archdiocesan Communication Office has been notified of the new social media presence for addition to record keeping
	The "Managing a presence" guidelines (section 4) are referred to in the development of all content and interaction going forward
	The user generated content moderation flowchart in appendix 9.13 is made available to all administrators
	The Tips and Tricks section for ideas on effective use of social media (section 6.1) has been considered

9.5 Establishing a web / blog presence checklist

A checklist of the recommendations throughout the process of establishing a website or blog as detailed in section 2.8 follows.

Complete	Action
	The website will not act as the sole communication medium
	Interlinking with other websites, social media pages etc have been considered in development
	Nominated administration personnel have review the online publishing guidelines and supporting documentation
	Appropriate permission has been sought from archdiocesan management to allow the web presence to be set up
	A volunteer or developer has been sourced who is skilled in developing websites
	The developer is made aware of this document with particular reference to the web architecture guidelines
	The development timeline has allowed for a security and policy audit and production server migration (if applicable)
	A domain name and hosting environment is prepared
	The domain name is as short and close to the official name of the organisation as possible
	If using an open source system, WordPress has been considered
	If using third party software or scripts, a security vulnerability audit has been carried out
	Appropriate passwords are chosen to limit the possibility of hacking
	It is made clear that the web presence is either an official Archdiocese of Brisbane account or is not official
	Privacy considerations have been made and the privacy policy and privacy collection statement prepared
	If applicable a private information removal or de-identification strategy has be prepared

	Archdiocesan personnel commissioning the online tool are be familiar with the Archdiocesan Privacy Manual found on the Archdiocesan Intranet
	Accessibility considerations have been made and accessibility information policy prepared
	If comments or other user generated content are allowed, a Code of Conduct has been uploaded for both officially posted material and user generated content
	The Archdiocesan Communication Office has been notified of the new website presence once completion nears
	The managing a presence guidelines (section 4) are to be referred to in the development of all content and interaction going forward
	The user generated content moderation flowchart in appendix 9.13 is made available to all administrators
	The Tips and Tricks section for ideas for successful websites (section 6.2) has been reviewed and considered

9.6 Web / blog architecture guidelines

Key
- m – mandatory (for professional developed sites, strongly recommended for volunteer developed sites if the element requires advanced knowledge or is time consuming to implement)
- sr - strongly recommended
- r – recommended

9.6.1 Pre development

Utilise a web development questionnaire to aid with this section.

- Define your audience (sr)
- Understand and document your audience's and your ministry's requirements (sr)
- Define the goals and strategic purpose of your web presence (sr)
- Define your accessibility guidelines, privacy policy and privacy collection statement (m)
- Define your private information removal or de-identification strategy (m)
- Archdiocesan personnel commissioning the online tool should be familiar with the Archdiocesan Privacy Manual found on the Archdiocesan Intranet (m)

- Choose a domain name as close as possible to your main search terms (sr)
- Plan to host in Australia unless absolutely necessary (m)
- Connect with the Archdiocesan Communications Office (communications@bne.catholic.net.au or 07 3324 3227) to request the setup of a development server space if applicable (m)
- Allow in your development timeline for a final security and policy audit and production server migration prior to going live if using the archdiocesan hosting environment (m)

9.6.2 Content quality standards

- An approval process for content should be defined (sr)
- Write at a level your audience will understand. Define church terms or jargon within the content where applicable. (m)
- Where church terms or jargon are necessary provide alternative linking content. (sr)
   - eg. A parish site may have a 'Sacraments' section - a term which may not be known to infrequent or new Mass attendees. It is often helpful to provide quick links on the homepage to address this such as 'Baptisms, Marriages and Funerals'.
- Use a clear heading layout flow per page with a view to improving ease of scanning. (m)
- Define all acronyms where they first appear within the content (m)
- The homepage should clearly state in the title tag, heading and / or body content the most common search terms for this site. (m)
   - For a parish this would normally be the name of the parish, locality and Mass centres
- Avoid using images for headings and buttons. (sr)
- Remember if you highlight everything you highlight nothing. Feature only the most important and timely information on your homepage and as highlighted elements. (sr)
- Sentences and paragraphs should be short and make use of lists where appropriate. (sr)
- State the theme of the page or paragraph in the first sentence. (sr)
- Don't make the user think. Lay content out in a fashion that will make sense to them. (m)
- Avoid endorsement of external businesses or products except where clearly visible as a sponsor, funding partner or advertiser. (m)
- Never publish confidential or embargoed information. (m)
- Where you are acquiring a comment (either text-based, audio or video) ensure that you attain permission to publish the comment on every platform you intend to use it. (sr)
- Abide by copyright law. (m)
- Never use all capital letters or underlined text for blocks of text. (m)
- Ensure your content is grammatically correct and contains no spelling errors (m)
   - Importantly consider the many Catholic terms which should be capitalised such as:
      - Mass
      - Catholic Church
      - He

- Where applicable lists should be used within content to aid readability and scanning. (sr)
- Capitalise only the first word and pronouns in lists and headings. (sr)

9.6.3 Accessibility considerations

- Achieve Web W3C - Content Accessibility Guidelines (WCAG) 2.0 Level A conformance. (m)
- Provide a skip to content link, hidden from view of standard client browsers, to allow users of screen readers to jump past banner and navigation content. (m)
- Provide skip to navigation links, hidden from view of standard client browsers, to allow users of screen readers to jump straight to navigation. (sr)
- Use access keys as defined in the standard archdiocesan Accessibility Information document. (r)
- Ensure all content is available and understandable and the site entirely navigable with JavaScript switched off. (m)
- Ensure all content is understandable and the site entirely navigable with CSS and images switched off. (m)
- Use relative sizes (em, %) for text sizing. (sr)
- All non-textual elements (images, audio, video) must be additionally represented in textual form for users who require the use of screen readers or whose internet connections do not meet bandwidth requirements for multimedia content. (m)
- Colours should be chosen so that those with colour vision deficiencies are still able to understand the content. (m)
- No element should flash or change more than twice per second to ensure users with photosensitive epilepsy do not suffer a seizure. (m)
- Content should not be displayed using colour only (eg text links should always utilise an underline). (sr)
- Adobe Flash should not be used as a primary content or navigation delivery tool. (sr)
- Main navigation should be delivered as text only and never rely on imagery or other media. (sr)
- Navigation should always be delivered as a list to aid screen reader interpretation. (sr)
- HTML5 and microdata (such as schema.org) should be used to aid screen reader and search engine accessibility of the site. (sr)
- Forms elements should use labels correctly linked to the appropriate form field. (m)
- Utilise Accessible Rich Internet Applications (ARIA) role attributes where necessary (r)
- Ensure mandatory form fields are clear and utilise the required attribute to aid screen readers. (m)
- When redeveloping an existing website ensure every existing URL redirects to the appropriate new URL in your new site. This should be achieved using a permanent (301) redirect. (sr)
- Eliminate horizontal scrolling. (sr)

9.6.4 Page layout

- Be aware that 'users spend most of their time on other websites' (Jakob Nielson). Do not deliberately try to break common conventions of web design. (m)
- Use a clear, standard banner across every page of your website. It should include the site title and logo. (m)
- The site logo should be a link back to the homepage of the site. (sr)
- Use consistent navigation layout and structure throughout the site. (sr)
- Use dark text on high contrast non-patterned background for main content. (sr)
- Use a breadcrumb trail to aid navigation and help the user know where they are within the site structure. (sr)
- Use familiar fonts for textual blocks. (sr)
- Place important content above the fold. (sr)
- Large sites should provide a clear search function available on every page. (sr)
- Avoid frames however under some conditions iFrames are acceptable. (m)
- Ensure the HTML validates. (sr)
- Use a maximum width of 40em for blocks of text. (sr)
- Do not justify text within text blocks. (sr)
- Use a link colour clearly different to text colour. (m)
- Use a visited link colour different to the non-visited link colour. (sr)
- Use descriptive names for link anchor text and avoid terms like 'click here'. (m)
- Use contextual icons with your links to designate external sites, PDF downloads etc to give the user a visual cue. (r)
- Show the file size of downloads with the link anchor text. (r)
- Open all links in the same browser window. (sr)
- Provide a contact page and ensure it is clearly accessible across the site. (sr)
- Clearly show links to more information or a contact page for users who have not found exactly what they are after. (sr)
- Ensure every page has a descriptive and unique title tag. (sr)
- Ensure every page has a meta description written utilising appropriate details and keywords. (sr)
- Use tables for data only and never for layout. (m)
- Include a sitemap page showing every important page on your site. (sr)
- Include the appropriate privacy policy (m)
- Where collecting private information include the privacy collection statement (m)
- Include accessibility information (m)
- Include a standard footer across every page of your website. It should include links to the main areas of your website as well as links to: (m)
  - The archdiocesan website
  - Accessibility information
  - Sitemap
  - Privacy policy
  - Copyright information
  - Links to appropriate affiliated organisations

- It is permitted for developer to request a link to their own site on a site they have built however it must show only the business name (no anchor text such as 'Web Design Brisbane') and must be a nofollow link. Approval of this is at the discretion of the representative of the archdiocese who commissioned the site to be built. (m)
- Any errors which occur should supply helpful, non-technical message. (sr)
- Always provide feedback while an action is performing which takes time. (m)
- Where help is provided ensure it is delivered using helpful, non-technical terminology (m)
- Provide high resolution page layout elements and imagery for display by HiDPI devices (such as Apple's MacBook Pro laptops). (r)

9.6.5 Registration and newsletters

- Abide by Spam Act considerations when building any system where users will receive regular or unsolicited email. ACMA - Spam Act and Codes of Practice (m)
- Ensure you abide by the archdiocesan privacy policy. (m)
- Use a two-factor registration method to confirm a user's intent and email address when joining a mailing list. (m)
- Provide a clear privacy policy and ensure you adhere to it. (m)

9.6.6 Photography

- Attain permission of the photographer before using any photo. (m)
- Attain permission of subjects before using photos featuring adults. (sr)
- Attain permission of parents or guardians before using photos featuring children. (m)
- Avoid stock photography where possible in favour of quality photos relating to the subject matter of the website. (r)

9.6.7 Security

- Credit card data should not be stored by public websites in any form. (sr)
- Where credit card data is stored by public websites best practice encryption and security methods must be employed. (m)
- Credit card data must only be transmitted to websites through an encrypted protocol. (m)
- Login credentials and personal information should only be transmitted to websites through an encrypted protocol. (sr)
- Login credentials of users may only be stored where a multi-iterated hash and additional salt is used. (m)
- Login credentials should be stored using PBKDF2. (sr)
- Always validate and sanitize user input. (m)
- Ensure any software (including plugins, themes or third-party scripts) is checked for security vulnerabilities. (m)

9.6.8 Client browser considerations

- At a minimum, support 980 pixel width desktop view ports. (m)
- Support 780 pixel width desktop view ports. (sr)
- Employ responsive design techniques to provide for the best experience possible across varying devices (desktop, tablet, mobile). (sr)
- At minimum ensure the content is understandable (though not necessarily displayed perfectly if the site takes advantage of new technologies) on: (m)
  - Internet Explorer 7+
  - Firefox 2+
  - Chrome
  - Safari
  - Opera
- Define print styling to ensure only actual content is printed. (m)

9.6.9 Testing

- Test with members of your target audience before going live. (sr)
- Ensure all requirements determined at project initiation have been met. (sr)
- Attain final approval from the appropriate archdiocesan representative who commissioned the site to be built. (m)

9.6.10 Management

- At least two people should store the login credentials. (sr)
- Regularly review content for accuracy and broken links and adherence to content quality standards. (m)

9.7 Web / blog development questionnaire

A basic, very early scoping questionnaire sample for use in initial web development fact-finding is available on the Archdiocesan Intranet and bundled with this document.

9.8 Standard web accessibility information

For example use see: http://brisbanecatholic.org.au/accessibility/

The Archdiocese of Brisbane is committed to ensuring all publicly available information is delivered in a manner which is accessible to all. We ensure every effort is made to adhere to World Wide Web Consortium's W3C - Web Content Accessibility Guidelines (WCAG) 2.0 Level A.

If you encounter any web accessibility issue please contact us and we will endeavour to address the problem as soon as possible.

Browsers

Whilst every effort is made to ensure this website displays adequately on previous versions of all popular web browsers, we recommend using the latest version possible for your operating system. Additionally we recommend activating JavaScript within your browser, however this is not mandatory.

Access keys

Access keys allow you to enter a key combination on your keyboard and have your browser instantly direct you to the corresponding page. Simply hold the *Alt* key (PC or Linux) or *Ctrl* key (Mac) then press the key corresponding to the link you wish to follow.

Please note in some browsers you will be required to press the *Enter* key after the access key combination to go to the desired page.

This website follows the standard archdiocesan access keys as below:

- Alt s – Skip to content
- Alt 1 – Homepage
- Alt 3 – Sitemap
- Alt 4 – Search
- Alt 9 – Contact Details
- Alt 0 – Accessibility Information

Skipping straight to content

For users of screen readers, we have included a *Skip to content* link as the first link on every page of this website (hidden from view however read out by screen readers).

Activating this link will take you directly to the content of the current page allowing you to avoid being read aloud the site banner and navigation content.

Additionally we have set an access key to enable keyboard activation of this link at any stage. To use this access key simply press *Alt S* (PC or Linux) or *Ctrl S* (Mac).

Keyboard navigation

You may use your keyboard to navigate the links on our website without the need for pointer interaction. By pressing the *Tab* key repeatedly you will highlight each link consecutively on the page. This will manifest with the following feedback:

- If you are using a conventional browser you will see a light coloured box appear around each link consecutively.
- If you are using a screen reader you may be read the title of the link highlighted.

Once you have highlighted your desired link, press the *Enter* key to activate the link.

Text size adjustment

You may change the size of the text and imagery on this website by using one of the following methods:

- If your mouse has a scroll wheel you can hold the *Ctrl* key and scroll the scroll wheel forward to increase text size or scroll backward to decrease text size. Note: on a Mac this will zoom in your entire desktop; not just your browser window.
- Press *Ctrl +* (PC or Linux) or *Command +* (Mac) to increase text size and *Ctrl –* (PC or Linux) or *Command -* (Mac) to decrease text size. *Ctrl 0* (PC or Linux) or *Command 0* (Mac) will return your browser to normal size.

Alternate text

All non-textual content (images, video and audio) are represented in textual form for users who require the use of a screen reader or are not able to meet the bandwidth requirements for multimedia content items.

- **Images -** Descriptive alternate text is used for all content imagery. This will be read aloud by a screen reader or shown on screen should the image fail to download. Where an image is purely in place as a decorative element no alternate text is included.
- **Video and audio -** Where video or audio textual elements are used we ensure a textual transcript is made available. This will be in the form of a link to an accessible PDF document as near as possible to the video or audio.

Graphic design

The following graphic design considerations have been implemented in the design of this website:

- **Colour blindness considerations** - Colours have been chosen to ensure any users with colour vision deficiencies are able to view the content of the website without issue.
- **Seizure awareness** – No part of this website flashes or changes more than twice per second to ensure users with photosensitive epilepsy do not suffer a seizure.

Website structure

Famous web usability expert Jakob Neilson's Law of the Web User Experience states:

"Users spend most of their time on other websites."

This website attempts to adhere to this consideration by employing standard layout techniques most commonly used across the Internet. This includes, for example, standard layout of navigation and content, use of appropriate headings, use of a breadcrumb trail and a clear link colour and clear link anchor text.

HTML 5 markup

HTML markup allows us to clearly define blocks of content as, for example, navigation, article content or page header or footer. This website employs this technology allowing screen readers and search engines to better understand the layout of the website.

Form layout

Any forms used on this website employ the use of form input labels. These labels ensure users who use a screen reader can more easily navigate and complete the form.

Additionally form input fields may be navigated through the use of the *Tab* key alone, removing the requirement for a pointing device.

Navigation layout
Navigation items are always displayed as a semantic list allowing screen readers to more easily understand the purpose of navigation elements and provide users with further options such as skipping navigation.

9.9 Standard web privacy policy and collection statement

9.9.1 Privacy Policy

For example use see: http://brisbanecatholic.org.au/privacy-policy/

Privacy policy summary

Scope
This summary sets out the key points about how the Archdiocese of Brisbane handles personal information.

The parishes, schools and agencies of the Archdiocese of Brisbane (referred to in this document as **we**, **us** or **our**) operate in South East Queensland as part of the Catholic Church. The privacy of all individuals with whom we interact is very important to us and we are committed to protecting all personal information we collect and hold. We do this by handling information in accordance with the Australian Privacy Principles in the *Privacy Act 1988* (Cth) (**Privacy Act**).

More information can be found in our main *privacy policy*, the *Brisbane Catholic Education* privacy policy and the *Centacare* privacy policy.

Collection of your personal information
We usually collect personal information (including sensitive information) from you through your interaction with our education, welfare and religious functions and activities, mainly through your completion of application and registration forms. This collection maybe in person, over the internet, via email or through a telephone conversation with you.

Disclosure
Generally we only collect and disclose personal information about you (or sensitive information with your consent) for purposes reasonably required for the performance of our education, welfare and religious functions and activities. Generally, we only disclose personal information to overseas parishes for the purpose of recording sacraments in accordance with Church law.

Access and correction

If you ask, in most cases we must give you access to the personal information we hold about you and take reasonable steps to correct it if we consider it is incorrect. We will try to make the process as simple as possible.

How to make a complaint
You can complain to us in writing about how we have handled your personal information.

How to contact us
- privacyofficer@bne.catholic.net.au
- +61 7 3324 3579
- GPO Box 282, Brisbane, Queensland, 4001

More information
For more information about privacy in general, you can visit the federal Privacy Commissioner's website at http://www.oaic.gov.au/.

9.9.2 Privacy Collection Statement

For example use see: https://brisbanecatholic.org.au/feedback/

The parishes, schools and agencies of the Archdiocese of Brisbane (we, us or our) may collect, use and disclose personal information about you. We collect personal information directly from you and may also collect personal information passively through our website.

We collect your personal information to fulfil the mission and directions of our organisation, to administer the sacraments and provide pastoral care to you, to provide you with other services and products you are seeking, to communicate with you about the services and products we offer, to solicit donations and to comply with our legal and regulatory requirements. If the personal information you provide is incomplete or inaccurate, we may not be able to provide you with the services or products you seek.

We may disclose personal information about you to our parishes, schools and agencies and service providers who assist us in operating our organisation.

Our Privacy Policy (available on our website or on request) sets out how you can access and ask for correction of your personal information, how you can complain about privacy-related matters and how we respond to complaints.

Contact details: Privacy Officer, GPO Box 282, Brisbane, Queensland, 4001, email: privacyofficer@bne.catholic.net.au, telephone: +61 7 3324 3579.

9.10 Example photographic release form

An example photographic release form is available on the Archdiocesan Intranet and bundled with this document.

9.11 Archdiocese of Brisbane Coat of Arms guidelines and files

Raster and vector image files of the Archdiocese of Brisbane Coat of Arms, along with usage guidelines are available on the Archdiocesan Intranet and bundled with this document.

9.12 Key support contacts

You may find it useful to contact one of the following personnel or offices below should you require support within the social media area.

To be added or removed from this list please contact Adrian Taylor at the Archdiocesan Communication Office (07 3336 9202)

- Personnel within the Archdiocese of Brisbane who administer active social and online media accounts
  - Fr Adrian Sharp (Associate Judicial Vicar, Regional Tribunal)
    - sharpa@bne.catholic.net.au
  - Fr Morgan Batt (Director of Vocations)
    - battm@bne.catholic.net.au
  - David McGovern (Director of Catholic Mission Brisbane)
    - mcgovernd@bne.catholic.net.au
  - Michael Crutcher (General Manager Archdiocesan Communication Office)
    - crutcherm@bne.catholic.net.au
  - Adrian Taylor (Archdiocesan Communication Office)
    - taylora@bne.catholic.net.au
  - Matthew Cassidy (Archdiocesan Communication Office)
    - cassidym@bne.catholic.net.au
  - Veronica Kopinski (The Catholic Leader)
    - kopinskiv@bne.catholic.net.au
  - Emilie Ng (The Catholic Leader)
    - nge@bne.catholic.net.au
  - Stephen Coulter (Centacare Brisbane)
    - coulters@bne.catholic.net.au
- Archdiocesan Communication Office
  - 07 3336 9202
- The Catholic Leader
  - 07 3336 9100
- Centacare Brisbane Communications and Marketing
  - 07 3324 3133
- Brisbane Catholic Education Communications and Marketing
  - 07 3033 7489
- Resource Development Office Archdiocese of Brisbane (Assembly of Catholic Professionals Contacts)
  - 07 3324 3200
- Vocations Office Archdiocese of Brisbane
  - 07 3336 9392
- Australian Catholic University Office for Identity and Mission
  - 07 3623 7172
- Emmanuel Community Brisbane

- o 07 3217 5199
- Other diocesan Communication Offices
  - o Catholic Communications Archdiocese of Sydney
    - ▪ 02 9390 5300
  - o Communications Office Archdiocese of Melbourne
    - ▪ 03 9926 5758
- XT3 management Archdiocese of Sydney
  - o 02 9390 5444
- ACBC Communications Office
  - o 02 6201 9859
- ACBC Youth Ministry
  - o 07 3109 6806
- Other diocesan Youth Ministry Coordinators
- Other diocesan news sources such as CathNews and The Catholic Weekly

9.13 User generated content moderation flow chart

ARCHDIOCESE OF BRISBANE

User Generated Content Moderation Flow Chart

Assess

Content is posted
A user has posted content to a social media presence or website.
Is the post positive?

Evaluate

Yes

No

Concurrence / answer query
You can concur with the post, answer any query or let it stand.
A factual and well cited response may agree or disagree in a positive manner.
Do you wish to respond?

Trolling
Trolling posts try to upset others with groundless statements.
Is the post trolling?

Remove
Remove the post and ban the user from the account if you deem necessary.

Yes

No

Yes

No

No action
Let the post stand.

Spam
Spam posts advertise a commercial product.
Is the post spam?

No

Misguided
Contains erroneous facts.
Is the post misguided?

Yes

Correct the facts
Respond positively with corrected facts. Cite more information where possible.

No

Unhappy individual
Post is a result of a bad experience.
Is the individual unhappy?

Yes

Restoration
Rectify and act upon the situation if possible.

Depending on circumstance either remove or let the post stand.

No

None of the above
Do you wish to respond?

No

Yes

Respond

Social media response key considerations
Further reading in section 4 of the Online Publishing Guidelines document

Tone	Sourcing	Qualifications	Confidentiality	Timeliness	Transparency	Credibility
Use a positive, respectful and informal tone	Cite sources to avoid entering a debate on social media	Only respond to topics you are qualified to do so	Never publish confidential or embargoed information	Don't rush but respond in a timely fashion	If not obvious, ensure you clearly disclose affiliations	Post no spelling or gramatical errors

Adapted from USCCB Social Media Response