

Catholic Diocese of Columbus Social Media Policy



**Catholic Diocese of Columbus
Office of Information Technology
Steven Nasdeo, Director**

Table of Contents

Overview	3
Purpose	3
Scope	3
Policy	3
Policy Compliance	4
Compliance Measurement	4
Exceptions	4
Non-Compliance	4
Related Standards, Policies and Processes	4

Revision History

Date of Change	Responsible for Change	Change Summary
21 Mar 2019	Steve Nasdeo	Initial Policy presented to IT Steering Comm.

2

Overview

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Purpose

The purpose of this policy is to provide guidance for **those employees designated to use Diocesan Social Media accounts** as well as employees referencing The Catholic Diocese of Columbus in their personal social media accounts.

Scope

This policy applies to all Diocesan employees using either a Diocesan controlled Social Media Account or personal Social Media account referencing The Catholic Diocese of Columbus or any diocesan activity in their personal account

Policy

The following apply to professional use of social media on behalf of the Catholic Diocese of Columbus as well as personal use of social media when referencing the Catholic Diocese of Columbus. **Only approved employees should post to any diocesan social media account.**

- Employees need to know and adhere to the Diocesan Code of Conduct, Employee Handbook, and other diocesan policies when using social media in reference to the Catholic Diocese of Columbus.
- Employees should be aware of the effect their actions may have on their images, as well as the Catholic Diocese of Columbus' image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that the Catholic Diocese of Columbus may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the Catholic Diocese of Columbus, its employees, or parishioners.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their Episcopal Moderator.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the authorized diocesan spokesperson.
- If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of their manager.

3

- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at the diocese. Diocesan computer systems are to be used for business purposes only. **When using diocesan computer systems, use of social media for business purposes is allowed by approved diocesan employees only (ex: Facebook, Twitter, blogs, etc).** Personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

-

-

- **It is required that employees keep diocesan related social media accounts separate from personal accounts.**

4

Policy Compliance

Compliance Measurement

- The Technical Services and Communications teams will verify compliance to this policy through various methods, including but not limited to, periodic walk-arounds, video monitoring, business tool reports, internal and external audits, and feedback to the policy owner.

Exceptions

- The Director of Communications or their delegate must approve any exception to this policy in advance.

Non-Compliance

- An employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

Related Standards, Policies and Processes

- [Diocesan Employee Handbook](#)
- [Diocesan Acceptable Use Policy](#)
- [Diocesan Terms and Conditions Policy](#)