



Catholic Diocese of Evansville

Social Media Policy

The Diocese of Evansville views social media as an important communication and evangelization tool. This policy intends to inform and empower agents of the Diocese in the use of technology and social media. This policy provides guidance and direction to all agents of the Diocese of Evansville; this includes clergy, religious, employees, volunteers, and anyone acting as a representative of the Diocese of Evansville regarding the use of social media.

The Diocese respects the right of any employee or volunteer to engage in communication via website, blog, or social media outlet. This includes, but is not limited to, the use of social media platforms such as Facebook, Twitter, Instagram, YouTube, or any other social media site. When engaging on all social media sites, all agents must adhere to this policy.

- An administrative authority must approve all platforms branded as associated with the Diocese of Evansville and its affiliates. Once approved by an administrative authority, such a social media site or page must be kept on record with the administrative authority and be accessible by at least two employees.
- All engagement on social media platforms is to be conducted in a professional manner and strictly in keeping with the teachings of the Catholic Church. Users are expected to abide by all applicable criminal, civil, and Church laws. All agents must read and comply with the USCCB policy for social networking with minors and adhere to the Diocese of Evansville's Safe Environment policies.
<https://evansville.cmgconnect.org/>
<https://www.usccb.org/committees/communications/social-media-guidelines>
All agents must also read and comply with all aspects of the Children's Online Privacy Protection Act. <http://www.ftc.gov/ogc/coppa1.htm>
- Refrain from the use of any material that is discriminatory, obscene, defamatory, libelous, violent, or sexual in nature.
- It is prohibited to disclose, via the Internet, any information that is confidential or proprietary to the Diocese of Evansville or its affiliates, except by explicit permission of an administrative authority (e.g. ideas, personnel information, confidential financial information and documents, etc.).
- It is prohibited for any agent, through personal or professional social-media accounts, to cause harm or damage to the reputation of the Diocese of Evansville or its constituents. This includes, but is not limited to, disparaging comments, accusations, or false statements made to or about the organization or its affiliates.

The Diocese of Evansville reserves the right to periodically monitor any agent of the Diocese's personal social media presence. Any violations of the rules outlined above will be investigated



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and subject to discipline up to and including canonical penalties and termination of employment, or removal from all volunteer activities.

In regards to the use of the Diocese of Evansville's name or Coat of Arms for branding or titling pages, blogs or other similar elements of social media must be approved in writing by the Director of Communications or an authorized designee prior to implementation and use.

Definitions:

- **Social Media** – interactions among individuals online through shared content and conversations in virtual communities and networks
- **Volunteer** – anyone who acts on behalf of and in the interest of the Diocese of Evansville
- **Minor** – a person under 18 years of age or a vulnerable person
- **Administrative Authority** – an individual with the authority to authorize employees and volunteers to establish social media accounts on behalf of the Diocese of Evansville and its affiliates. The following list further defines the Administrative Authority:
 - The Bishop of the Diocese of Evansville
 - The Vicar General of the Diocese of Evansville
 - Chancellor of the Diocese of Evansville
 - Diocesan Departmental Directors
 - Priests who hold a pastoral appointment
 - School Principals

I verify that I have read and understand this policy. I agree to the provisions of this policy, and I agree to abide by them. I understand that the Bishop of the Diocese of Evansville may amend or change this or any other policy at his sole discretion.

Name _____ Date _____