



DIOCESE OF CHARLOTTE CATHOLIC SCHOOLS

Diocese of Charlotte Catholic Schools: School Communications Moderator Guidelines

The Diocese of Charlotte Catholic Schools is committed to excellence in formation, leadership, and operational vitality. As digital communication platforms expand across our elementary, middle, and high schools, consistent governance is essential to protect students, support families, and preserve institutional integrity. These unified Social Media Moderator Guidelines establish clear guardrails for oversight, accountability, and mission alignment across all school managed digital environments.

Purpose and Scope

These guidelines apply to all official social media accounts and school managed digital communication platforms, whether public or private, operated in the name of any diocesan Catholic elementary, middle, or high school.

This includes public social media platforms, private group communication tools, messaging applications used for team or parent coordination, and any digital account representing a school, department, program, or affiliated organization.

All such accounts represent the mission and Catholic identity of the school and operate under the authority of school leadership.

Authorization and Registration

1. Pre approval is required prior to creation of any school affiliated account or platform.
2. All accounts must be registered annually using the diocesan registration form.
3. Registration must identify the platform, handle, account email, supervising department, and designated staff administrators.
4. Passwords must be updated annually.

Ownership and Credential Custody

1. All accounts created in the name of a diocesan Catholic school are property of the school.
2. A minimum of two current staff members must maintain administrative access to each account at all times.
3. Credentials must be stored in a secure, school managed system designated by Administration or Technology Services.
4. Upon staff transition, credential access must be transferred immediately.

Moderator Eligibility and Roles

High Schools

1. At least two current staff members must serve as account administrators and maintain primary credential custody.
2. Students may serve as content contributors or managers under direct staff supervision.
3. Students may not serve as administrators, moderators with sole authority, or primary account holders.
4. Password control and recovery access must remain under staff authority.

Elementary and Middle Schools

1. Only current staff members may serve as administrators or moderators.
2. Students may not serve as moderators, managers, or credential holders.
3. All digital communication platforms must be managed exclusively by adults.

Public Identification

Where platform functionality permits, accounts must clearly indicate official status and identify the supervising staff member or position.

Content Standards

All content must:

- Be accurate and timely.
- Reflect Catholic values and respectful communication.
- Protect student privacy.
- Comply with photo release and safeguarding requirements.

Major announcements may require administrative review.

Profanity, defamatory content, inflammatory language, and political endorsements are prohibited.

Privacy and Legal Compliance

Accounts must comply with:

- FERPA
- Copyright law
- Diocesan child protection and safeguarding guidelines
- Mandatory reporting requirements
- Platform age restrictions

Students may not be required to create personal social media accounts for school participation.

Access Management

1. Schools must conduct quarterly audits of group based digital platforms.
2. Families no longer enrolled must not retain access to school managed groups.
3. Enrollment status must guide access permissions.
4. Year end procedures must confirm credential custody and roster accuracy.

Crisis Communication

During crises or sensitive matters, messaging must be coordinated through school or diocesan leadership. Personal statements representing the school are prohibited.

Archiving and Inactive Accounts

Accounts inactive for twelve consecutive months may be archived or deactivated. Annual review should identify inactive or unnecessary accounts.

Monitoring and Enforcement

School leadership may monitor affiliated accounts, require content removal, suspend accounts, or impose disciplinary measures for non compliance.

Best Practice Guidance for Messaging Platforms

For platforms that rely on phone number verification, schools are strongly encouraged to:

- Use a school managed phone number rather than a personal number.
- Maintain the associated device under school control.
- Provide access to at least two staff members.
- Transfer access promptly upon staff transition.
- Periodically review enrollment based access.

Training and Annual Review

Staff administrators must complete brief annual training on brand standards, privacy compliance, safeguarding expectations, and digital risk awareness.

These guidelines will be reviewed annually by the Catholic Schools Office.