

## **ADDENDUM:**

### **6205 ONLINE SOCIAL MEDIA**

Although this policy closely mirrors the Diocesan policy on social media, due to the special, privileged and powerful relationship between a Catholic school and its parents and students, sections of this policy are more restrictive. The first legal duty of a Catholic school is to keep those entrusted to them safe.

The Catholic schools of the Diocese of Fort Worth acknowledge the right of employees to use personal websites, social networks, wikis, weblogs and other emerging technologies not only as a form of self-expression, and, in their individual capacity, as a means to further the work of the Church. Additionally, the same rules that apply to school employee's messaging and communications in traditional media apply in the online social media space. This specifically means that teachers and all school staff, including substitutes and volunteers, are never to use social media to directly communicate, interact or respond directly to students unless that social media is operated, controlled and directed by the school itself. Simply because the development and implementation of an online social media program can be fast, easy, and inexpensive does not mean that different rules apply. School employees should bear in mind that posting of certain comments, photos, links or references to third party websites and information on websites, social networks, wikis and weblogs may have a harmful effect on the Church and its schools, their reputation, and their employees.

In light of this possibility, school employees are required to adhere to the following policy regarding the use of personal and professional websites, social networks, wikis, weblogs and other emerging technologies. This policy supports other related Diocesan and school policies, including Acceptable Technology Use and the *Code of Conduct & Behavior Standards for All Clergy, Religious and Lay Ministers*.

- School employees may only access websites, weblogs, wikis and social networks for legitimate professional job-related purposes during the workday with the approval of their direct supervisor. School employees are not to create, post or otherwise access weblogs, personal social networks, wikis or personal websites for personal use during normal school working hours. Employees should exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.
- If you identify yourself as an employee of a Catholic school on a personal website, weblog or social network, you must make it clear to your readers that the views you express are yours alone and that your views do not necessarily reflect the views of the Diocese or its schools. In the event that you identify yourself as an employee of a Catholic school on a personal website, weblog, wiki or social network, to help reduce the potential for confusion, you are required to put the following notice in a reasonable prominent place on your site (e.g., at the bottom of your personal profile page) in at least a size 12 font bolded:

**“The views expressed on this website/weblog/social network are mine alone and do not necessarily reflect the views of my employer.”**

- School employees are prohibited from disclosing on personal or professional websites, weblogs, wikis or social networks, any information that is confidential or proprietary to the Diocese, its schools or to any third party that has disclosed information to the Diocese or its schools.
- The school has exclusive ownership rights with respect to certain concepts and developments you produce that are related to school business. Employees may not use school trademarks on their site or reproduce any school materials or logos. Please consult with your principal if you have questions about appropriateness of publishing anything that may be related to the school on your site.
- School employees may not use the copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content (UGC), without the necessary permissions of the rightsholder(s).
- School employees are prohibited from providing a link or otherwise referring to the school website on their personal website, social networks, wikis or weblogs without consulting with and obtaining the approval of the principal of the specific school.
- School employees shall not allow any obscene, harassing, offensive, derogatory or defamatory comments and images which reflects/discredits or causes embarrassment to the Diocese and its schools, their employees, patrons, vendors, partners, affiliates, agencies, students, and others on personal, the school's and professional websites, any other social networks, wikis or weblogs.
- All social media being used by Catholic entities must be clearly branded in order provide institutional authority as well as avoid confusion. Unless you have been officially authorized in writing to speak or act on behalf of a Catholic entity, employees are prohibited to use such brandings or create secondary social media sites that give the illusion of being authoritative.
- All social media used by Catholic entities must comply with the Minimum Social Media Requirements contained in Policy 6210.

The school reserves the right to regularly monitor any and all schools based computers. In addition, it is the policy of the Catholic schools of the Diocese of Fort Worth that every portable information/data storage device used by a school staff member or student may be examined at any time because it may contain something dangerous.

- The school reserves the right to monitor professional websites, social networks, wikis or weblogs created on school computers during the course of a normal workday, or on school computers on personal time.
- Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.
- The school requires that you confine your personal website, social network or weblog commentary to topics unrelated to the Diocese or its schools (or in certain cases, that you temporarily suspend your website or weblog activity altogether) if it believes this is necessary or advisable to ensure compliance with this policy or federal and state laws.

- School employees will comply with all aspects of the Children’s Online Private Protection Act (COPPA). Employees are forbidden to post or distribute personal identifiable information including pictures on any child under the age of eighteen without parental consent. Personal identifiable information includes name, home address, email address, telephone number or any information that would allow someone to identify or contact a child. If written verifiable consent is obtained from a parent, it is important that the parent has approved the information that is to be provided and has full knowledge of its use, purpose and how the information is going to be provided. Likewise, parents should be made aware that the school is making use of only school controlled websites, social networks, weblogs and other emerging technologies to communicate with students.
- School employees will model safe and effective use of technology for students including developmentally appropriate instructions on responsibility associated with the use of technology and the possible dangers associated with technology.

School employees who violate this Online Social Media policy will be subject to disciplinary action, up to and including termination. If you have questions about this policy or any matter related to your site that this policy does not address, please consult with the principal of your school.

## **6210 THE MINIMUM SOCIAL MEDIA REQUIREMENTS**

The following guidelines are required for schools wishing to establish social media. These requirements apply to all current and future social media, including but not limited to websites, wikis, Facebook, Twitter, blogs and other emerging technologies.

- Site administrators must be adults and/or approved employees of the school
- There must be at least two site administrators for each site to allow for rapid response and continuous monitoring and updating of the site.
- All social media must be reviewed by the principal or the pastor before implementation to ensure it is not in conflict with current standards, policies and Catholic teachings.
- Personal sites shall not be used in connection with school programs or to communicate with students. Students are defined as any and all students enrolled in a Catholic school in the Diocese of Fort Worth.
- Passwords, names of the sites and the site addresses or site location information shall be registered in a central location in the school and at least two (2) adults must have access to this information.
- In establishing a school site, know and abide by these key “Rules of the Road”:
  - Abide by all diocesan, parish and/or school guidelines
  - All communication by school employees reflect on the Church and the school
  - Do not claim or in any way give the impression or the appearance representing the official position of the school or the teachings of the Church, unless you have written authorized to do so.
- All school social media sites shall be clearly branded and identified to provide institutional authority and to avoid confusion.
- Abide by all copyright, fair use and financial disclosure laws.
- Never divulge confidential information.
- Do not cite others, post photographs or videos of other individuals or link to their material without express written approval. Media involving minors must have written parental approval.
- Practice Christian charity.

**SOCIAL MEDIA ACKNOWLEDGEMENT FORM**

I have received and read a copy of the Diocesan School Policy #6205 Online Social Media. I have also received and read a copy of the Diocesan School Policy #6210 The Minimum Social Media Requirements. I understand both policy statements and agree that all student members of my family will abide by the standards set forth in both policies. I further acknowledge that any violation of these policies by a student member of my family will result in disciplinary action against the student member(s) of my family up to and including expulsion from the school.

**ONE FORM PER STUDENT**

Parent Name: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_  
\_\_\_\_\_

Student Name: \_\_\_\_\_  
\_\_\_\_\_

Home Room Teacher: \_\_\_\_\_  
\_\_\_\_\_

Name of School: St. Elizabeth Ann Seton Catholic School

Parent Signature: \_\_\_\_\_  
\_\_\_\_\_

Student Signature: \_\_\_\_\_  
\_\_\_\_\_