Appendix B: Recommended Practices and Guidelines for Social Media and Electronic Communications for Children and Youth

Social media shapes the lives of young people and has the potential to empower ministry. Behavior in the digital sphere is never private. Posted content may be used out of context and out of the control of the originating individuals and organizations, putting them at risk. In addition, these powerfully connective tools are subject to the same dynamic of unequal power and potential for abuse that present a risk in all ministry relationships. Churches face the challenge of identifying and proactively addressing areas of potential risk in social media use in the midst of rapidly evolving technology. The following recommended practices and guidelines are designed to be a flexible template for developing policies and covenants governing the safe use of social media and digital communication in ministry settings.

General Information about Digital Communications

- All communications sent digitally (email, social networking sites or platforms, notes, texts, or posts, etc.) are NOT CONFIDENTIAL and can be shared or reposted to others.
- Interactions in the virtual world need to be transparent; that is, occurring in such a way that it is easy for others to see what actions are performed.
- In the virtual world, healthy boundaries and safe church practices must be adhered to as they are in the physical world.
- In the virtual world, "friend" can mean anyone with whom you are willing to communicate through that medium. In the physical world, friend can mean much more in terms of intimacy, self-disclosure, mutuality, and expectations for relationship.
- Laws regarding mandated reporting of suspected abuse, neglect, or exploitation of children or youth apply in the virtual world as they do in the physical world. Check your local applicable laws.

Recommended Practices and Guidelines for Churches and Organizations:

- Establish a policy that outlines professional and institutional standards for profiles and interactions on social networking sites and platforms.
- Establish a policy of transparency regarding social media accounts. The best practice is to have the diocese, congregation, or organization create and "own" the social media accounts representing the diocese, congregation, or organization respectively and have multiple administrators and/or supervisors with access. If personal accounts are used, a system of monitoring should be established.
- Establish a policy regarding the identification or "tagging" of individuals in online photos or videos. For example, on Facebook, "tagging" someone in a photo or video creates a hyperlink to that person's profile page that can be clicked by anyone. The best practice is for the diocese, congregation, or organization not to identify or "tag" individuals. The "tagging" of children and youth should be prohibited. When written permission is provided by a parent/guardian, the

captioning of photos or videos of minors may be permitted. The caption should not include the minor's full name, nor should it create a clickable link to someone's personal profile. A policy of whether or not an individual can "self-tag" in a diocese, congregation, or organization's online photo or video should also be established.

- A diocese, congregation, or organization does not have a responsibility to review or monitor the personal pages or groups that are not sponsored by that diocese, congregation, or organization, except as described in #2 above. The preceding statement should be included in the diocese, congregation, or organization's Social Media Policy.
- Email can be a good method of communication, and it also has the opportunity to be misunderstood. Having a clear understanding and procedure for responding to digital communication that raises concern is prudent for all. Best practices can include not responding immediately and sharing the communication with a supervisor before responding. Phone and face-to-face meetings are preferred when responding to emotionally driven communications or pastoral emergencies.
- When using photos and videos for ministry purposes, obtain a media release for each person and only post images that respect the dignity of every person depicted.
- Dioceses, congregations, or organizations must inform participants when they are being videoed because church buildings are not considered public space. Signs should be posted that indicate a service or activity will be broadcast when worship services or activities are streamed or distributed on the web or via other broadcast media.

Recommended Practices and Guidelines for Interactions with Children and Youth:

- Prudent judgement should be used in the time of day a child or youth is contacted through social media. Under normal circumstances, refrain from contact or exchanging texts, chats, or emails before 8:00 am or after 10:00 pm, unless it's an emergency.
- Privacy settings and personal boundaries should be implemented.
  - Create and use profiles on social networking sites that meet professional and institutional standards.
  - Do not submit connection requests (such as friend requests on Facebook or "Add Me" on Snapchat) to children or youth for personal interactions. Youth may not be able to decline such requests due to the disparity of power between youth and adults. Youth may ask to be "friends," and adults should discern the nature of contact appropriate for healthy ministry.
  - Apply privacy settings that are consistent with all children and youth, across all social networking sites and platforms. Avoid playing favorites or the appearance of playing favorites.
  - Establish a regular ongoing and consistent system of review that focuses on settings, accessible content, photos, and videos to ensure compliance with professional and institutional standards.

- Inform parents of children and youth of social networking sites and platforms used within the ministry.
- When possible, send communication (1) to entire groups, (2) on an individual's "wall," or (3) in public areas, rather than in private messages. This includes photos, images and videos.
- When sending emails to a child or youth that contain personal or private information regarding that child or youth, a copy should be sent to the parents or guardians as well. Examples of these types of emails include: payment due information, specific medical requests or questions, etc. Mass emails sent to an entire group are not required to be copied to parents or guardians.
- Disclose **ongoing** digital pastoral communications (ie: e-mails, Facebook messages, texting, etc) with children and youth to a parent and/or a supervisor to determine when a referral to a professional provider or resource is needed.
- Create covenants to govern digital groups, which include:
  - Appropriate and inappropriate behavior of members (bullying, pictures that depict abuse, violence, illegal activities, sexual acts, etc.) and the consequence for inappropriate behavior;
  - Who may join and/or view group activity, when participants should leave the group and when/if the group will be disbanded;
  - Description of content that can be posted or published on the site or page;
  - A prohibition of "tagging" photos and videos of children and youth. However, the captioning of photos and videos is permissible with written permission from a parent or guardian;
  - Notification that mandatory reporting laws will be followed; and
  - Consequences for breaking the covenant.
- Delete inappropriate material posted in digital groups, address the behavior and report it, if necessary, in accordance with legal and institutional requirements.
- In video calls, follow the same criteria used in telephone calls. In addition, prudent judgement regarding attire and surroundings should be observed.
- Comply with the following best practices regarding "groups" on social networking sites:
  - Have at least two unrelated adult administrators as well as at least two youth administrators for groups that are designed for youth;
  - Use closed groups, but not "hidden" or "secret" groups, for youth;
  - Have only youth administrators invite other youth to join the online group, unless a youth previously asked an adult administrator to invite them to join;
  - Remove any content that shows or describes inappropriate behavior outside the bounds of the established behavioral covenant;
  - Open social networking groups for youth to parents of current members;
  - Remove adult leaders of youth groups and youth who are no longer members, due to departure, removal from position, or are ineligible because they "aged-out" of a program from social networking sites, list serves, etc;

- Observe mandated reporting laws regarding suspected abuse, neglect, and exploitation.