



EXCERPT FROM THE DIOCESAN CODE OF CONDUCT

7. INTERNET AND SOCIAL MEDIA

7.1 GENERAL STATEMENT

The Diocese of Jamaica recognizes that, with the increasing prevalence of the Internet, the use of electronic media including blogs, social networking sites, web-based email services, text messaging and the electronic distribution of images in the world today, Clergy, Church Workers, employees, and church volunteers will use the Internet to conduct ministry, educate, and communicate with the church members, associates, friends and the wider public. Social Media in particular, provides various ways for individuals to interact and has changed the way we communicate and share information. The Diocese encourages these interactions, as the expertise of its Clergy, Church Workers, employees and members can be shared with the wider world. Those using social media must be aware, however, that certain comments and information can misrepresent the positions and activities of the Diocese of Jamaica. Clergy, Church Workers, employees, and volunteers of the Diocese are therefore required to interact safely and responsibly online and to adhere to the following policy regarding social media for evangelization, education, and personal use.

7.2 SOCIAL MEDIA – DIOCESE OF JAMAICA AND AFFILIATES

The Diocese supports the use of social media tools as a means to evangelize, educate and entertain. Social media is a powerful tool; therefore, sites affiliated with the Diocese and diocesan institutions (churches, schools, offices, etc.) may not be used for: 1) conducting outside business 2) defaming the character of any individual or institution 3) misrepresenting the positions or activities of the Diocese of Jamaica or its affiliates 4) divulging any personal information, particularly about minors that would jeopardize their safety or well-being in any way. Clergy persons, Church Workers or Diocesan employees who approve of the creation of websites are responsible for the regular monitoring of such websites.

7.3 SOCIAL MEDIA – PERSONAL USE

7.3.1 The Diocese of Jamaica and its affiliates recognize that Clergy, Church Workers, Diocesan employees, and volunteers may create personal websites, blogs and social media identities as a medium of self-expression, i.e. not a direct extension of church ministry or work. However, Clergy, Church Workers, employees, and volunteers must recognize that anything published on a

personal website is effectively available to the public. Any information that misrepresents the positions and activities of the church, the Diocese of Jamaica and its affiliates is prohibited. Personal sites used for diocesan work, ministry, or education are subject to monitoring by Diocese. Clergy, Church Workers, employees, and volunteers who are identifiable as affiliated with the Diocese of Jamaica are required to put the following notice in a reasonably prominent place on their personal website:

“The opinions expressed here are those of [name of person] alone. This site operates independently and is not associated with the Diocese of Jamaica or [name of parish/school].”

7.3.2 In addition, if you comment on any aspect of the work of the Diocese of Jamaica or any policy issue for the Diocese of Jamaica, you must clearly identify yourself as either a member of the Diocese of Jamaica, Clergy person, Church Worker, employee or volunteer. You must also include a disclaimer that the views are your own and not those of the Diocese of Jamaica.

7.3.3 The lines between a person’s public and private life or the personal and professional life of a person are often blurred in online social networks. By identifying oneself as a member of the Clergy, a Church Worker, an employee or volunteer on a social networking site one becomes connected to the global Christian community and must therefore ensure that content associated with your name on the internet, social media or social networking site is consistent with your work and the Christian values of love, tolerance and forgiveness.

7.4 PROTECTION OF MINORS

Clergy persons, Church Workers, employees, and volunteers are prohibited from posting or distributing on the internet or any social media, personal, identifiable information, including photos and/or videos, of any minor without verifiable consent of a parent or guardian. Personal identifiable information includes full name, photos, home address, email address, telephone number or any information that would allow someone to identify or contact a minor. Verifiable consent will take the form of a signed release/ permission from a parent or guardian. Church, educational, and personal websites may involve the use of a username and password to access all portions of the site. In the event that Clergy, employees, or volunteers, subject to approval by the Diocese of Jamaica or its affiliates, gives a minor access to a website that is not otherwise openly accessible to the public, that same access must also be provided to the minor’s parent/legal guardian. Social media at times involves the interaction between adults and minors, therefore, two (2) Persons designated as Safe Environment certified adults must have unrestricted access to monitor these types of communication, and at least one (1) of the two (2) adults must be employed by the institution (diocesan office, parish, school etc.).

7.5 CONFIDENTIAL AND PROPRIETARY INFORMATION

Clergy persons, Church Workers employees, and volunteers within the Diocese are prohibited from disclosing information that is understood to be private, privileged or confidential and are also required not to disclose the discussions or details of matters discussed at meetings of the Diocesan Council, the Diocesan Financial Board or the Diocesan Synod.

7.6 TRADEMARKS AND LOGOS

The use of trademarks and logos that are the protected intellectual property of the Diocese of Jamaica and its affiliates is prohibited. If any person wishes to make use of the trademarks, logos or any copyrighted material belonging to the Diocese, the permission of the Diocesan Bishop or the Diocesan affiliate or the person in whom copyright vests must be obtained. There must be strict adherence to the laws of copyright. If in doubt the advice of the Diocesan Secretary must be sought.

7.7 INAPPROPRIATE MATERIAL

It is prohibited to post immoral and otherwise inappropriate material via social media. Inappropriate material includes but is not limited to: obscene, harassing, offensive, derogatory, defamatory, or sexually explicit comments, links, or images/video.

7.8 GENERAL GUIDELINES FOR USE OF TECHNOLOGY AND SOCIAL MEDIA

- a. All usage of social media is public and permanent and thus requires discretion and prudence.
- b. All ministry social networks and communication should be open and transparent.
- c. Clergy and Church Workers must always identify themselves as such with the appropriate title in their username and/or profile.
- d. Clergy and Church Workers social media accounts are always presumed to be ministry accounts and thus open and transparent.
- e. Personal social media accounts may not be used for ministry communication with minors.
- f. Ministry that communicates with minors by social media should establish a dedicated account that is used exclusively for ministerial purposes and that may be accessed, monitored and used by more than one unrelated adult volunteer.
- g. Use of social media communication for one-on-one contact with minors is not permitted. In the rare event that these activities occur, the communication must be kept on file or archived in an easily accessible format.
- h. Communication with minors via electronic means is to be restricted to the hours that are appropriate for a call to the residence except in the event of an emergency or to communicate time-sensitive information.
- i. The “tagging” of a minor in a picture or video is prohibited. Pictures, videos and all personal information are not to be shared without the prior consent of the individual and, in the case of a child or minor, the consent of the parent or guardian of the child.
- j. Be aware that posted words, comments, images and videos can be easily misinterpreted.
- k. Be selective and cautious about visiting and participating in online sites, forums and groups.

1. Views expressed through technology and social media should always be made in a respectful manner with civility and Christian charity.

7.9 ENFORCEMENT

Failure to comply with any of the provisions of these Internet and Social Media standards of conduct will be grounds for disciplinary action including termination of employment. Further advancements in technology may require updates and addendums to this section of the Code. The Diocese of Jamaica and its affiliates reserve the right to make changes to this Code of Conduct at any time, at its sole discretion to facilitate these advancements. The universal principles provided for above are to be applied prudently and judiciously in the event an update has not occurred.