800 Social Media Policy v2

800 SOCIAL MEDIA POLICY

800.1 Purpose:

The purpose of this Social Media Policy is to provide guidelines and standards for the appropriate and responsible use of social media platforms by employees, volunteers, contractors, and any individuals representing the Archdiocese of Baltimore. The policy aims to ensure the organization's reputation, protect confidential information, and promote respectful and ethical behavior in the online environment.

800.2 Scope:

This policy applies to all individuals associated with the Archdiocese of Baltimore who utilize social media platforms on behalf of the organization or in com1ection with their roles or responsibilities.

800.3 General Guidelines:

3 .1. Professional Conduct

a. Use social media platfo1ms in a professional manner, upholding the values, teachings, and mission of the Archdiocese of Baltimore.

b. Exercise good judgment and maintain respectful and courteous communication when engaging with others online.

3.2. Personal Responsibility

a. Clearly differentiate personal opinions from official statements or views of the Archdiocese of Baltimore.

b. Take personal responsibility for all content posted on personal social media accounts that may reflect on the organization's reputation.

3 .3. Privacy and Confidentiality

a. Respect the privacy and confidentiality of individuals and confidential

information associated with the Archdiocese of Baltimore.

b. Refrain from disclosing sensitive or confidential information about the organization, its members, donors, or partners without proper authorization.

3.4. Intellectual Property

a. Respect copyright laws and intellectual property rights when sharing content on social media platforms.

b. Obtain proper permissions and give credit to original sources when using or sharing copyrighted materials.

800.4 Representing the Archdiocese of Baltimore:

4.1. Official Social Media Accounts

a. Only authorized individuals should create and manage official social media accounts representing the Archdiocese of Baltimore.

b. Maintain consistency with the organization’s branding. tone. and messaging in all official social media communications.

4.2. Personal Endorsements and Recommendations

a. Clearly indicate personal views as separate from official endorsements or recommendations of the Archdiocese of Baltimore.

b. Exercise caution when associating personal social media profiles with the organization to avoid potential misinterpretation or confusion.

800.5 Reporting Violations:

Any suspected violations of this Social Media Policy should be rep0rted to the designated authority or the Human Resources Department of the Archdiocese of Baltimore.

800.6 Consequences of Policy Violations:

Violation of this Social Media Policy may result in disciplinary action, up to and including termination of employment or volunteer service, depending on the severity and frequency of the violation.

800.7 Policy Review:

This Social Media Policy will be reviewed periodically to ensure its effectiveness, relevance, and compliance with changing social media trends and legal requirements.