



The Anglican Diocese of Ontario

Social Media Policy for the Diocesan Centre

Purpose of the policy

This policy governs the use of social media by employees and volunteers of the Diocesan Centre. For the purposes of this policy, social media means any web-based or mobile technology for online publication and commentary, including, without limitation, Facebook, Twitter, YouTube, LinkedIn, Flickr, blogs, and wikis.

Purpose of social media and Diocese's official social media channels

Social media such as Facebook, Twitter and YouTube have expanded the Diocese's capacity to inform, equip and inspire bishops, clergy and lay people; invite seekers to our churches; and raise our profile in the community. The Diocese's official social media channels are managed by the Communications Office, in accordance with a social media strategy that supports the Diocese's mission, plans and priorities.

Social media use by employees and volunteers of the Diocesan Centre

In addition to the Diocese's official social media channels, employees and volunteers of the Diocesan Centre may find social media useful for carrying out their work. They may also engage in social media use in their personal capacity. This section addresses both work-related and personal use of social media.

Work-related use

Employees and volunteers of the Diocesan Centre may use social media in the course of carrying out their work duties, if they judge that social media are the best tools for the job. (An example would be creating a Facebook event page for an upcoming event, if you think that this will be beneficial for promotion.) However, employees and volunteers are asked to inform the Communications Office of their intention to do this. This procedure allows staff to take advantage of existing resources, reduces duplication of effort, and, most importantly, avoids potential legal violations and embarrassment.

Personal use

Employees and volunteers of the Diocesan Centre are asked to be responsible about their use of

personal social media accounts during work hours. Such use should be infrequent and should be confined to lunch and break times.

Representing the Diocese, privacy, confidentiality

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. When using social media for work purposes, employees and volunteers should clearly identify their name and their position with the Diocese in all communications.

Whether using social media for work or personal purposes, employees are expected to adhere to the confidentiality requirements outlined in their employment agreement with the Diocese.

Intellectual property and other laws

All employees and volunteers using social media must respect copyright laws, licensing agreements and other intellectual property rights. As well, they are subject to federal, provincial, and municipal legislation regulating internet use, including the provisions of the Criminal Code regarding obscenity, child pornography, and the incitement of hate. Other laws may also apply, such as laws regulating the activities of charities. Employees and volunteers who are uncertain about applicable laws are asked to talk to the Communications Officer before using social media for work purposes.

Use of the internet, including social media, for illegal purposes is prohibited and those involved in such activities may be subject to prosecution and the immediate termination of employment with the Diocese of Ontario.

Disclaimers

Many social media users include a prominent disclaimer that identifies their employer and states that the content of the personal site does not represent the employer's views. This is good practice and is encouraged, but don't count on it to always avoid trouble. Wherever practical, you must state that while you work for the diocese, what you publish is your personal opinion, and not necessarily the representation of Diocese of Ontario policies.

Remember that disclaimers are a good practice, but do not absolve you of responsibility for the content of the website.

For advice and guidance on any aspect of social media, please contact Mark Hauser, the Communications Officer for the Diocese of Ontario at mhauser@ontario.anglican.ca or call (613) 544-4774 ext 125.