



Catholic Diocese of Darwin

SOCIAL MEDIA GUIDELINES

The Catholic Diocese of Darwin recognizes the value and potential of engaging with social media. 'Social media' is the term given to web-based tools that allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. Social media provide opportunities to build online communities or networks to encourage participation and engagement.

The Catholic Diocese of Darwin complies with the [Social Networking Policy for the Catholic Church in Australia \(May 2015\)](#) issued by the Australian Catholic Bishops' Conference.

These guidelines apply to all persons involved in ministries in the Catholic Church Diocese of Darwin who use web-based tools to share information online.

The underpinning principle for use of social media by Church personnel is Christ-centred love for others and respect for human dignity, both online and offline, in both private and professional life. A clear distinction should be made between personal and professional communication in the social networking environment. This is especially important for those working with vulnerable groups. Communication with children and young people is to be through parents and families, unless prior written consent by parents or guardians.

Any person planning to open a webpage or website related to the Church should seek permission from the Bishop and adhere to the teachings of the Church. There is to be at least two administrators to the account for monitoring of the website.

Users of networks have a duty of care to maintain network security and are required to adhere to Diocesan policies and procedures for the professional use of technology. This includes, but is not limited to:

- Ethical and appropriate use;
- The need to maintain privacy, confidentiality and the rights of individuals and copyright owners;
- Cost efficient use of the information services;
- Adherence to considered and appropriate record management practices;
- Appropriate use of systems, accounts and passwords;
- Compliance with legislation not only prohibiting anti-discrimination and/or harassment but also provisions such as outlined in the following:
 - Copyright Act 1968
 - Privacy Act 1988 (Australian Privacy Principles) ;
- Compliance with the Safeguarding Code of Conduct

Copyright

The Australian Copyright Council provides a rich resource on copyright-related issues. [An Introduction to Copyright in Australia](#)

Using copyrighted works and Fair Use

Creators must secure appropriate permission when including copyrighted or trademarked material, such as text, logos, photographic images, video, sound, or graphic illustrations. Fair Use provisions allow use of copyrighted material without the authorization from the copyright owner for limited purposes, such as criticism, comment, news reporting. For more information see: [Exceptions to Copyright](#)

Privacy and confidentiality of information

All usage of electronic communications must comply with all applicable regulations and laws governing personal privacy and the confidentiality of information.

In this context users must take a broad view of their privacy and confidentiality responsibilities, such as minimizing invasion into private lives and avoiding risks to health, wellbeing and personal safety of the users and of those receiving communication. For example, the online publisher who wishes to include images of children must ensure that the children are unidentifiable, or they must have parental/family permission for the publication.

Users of online resources should familiarize themselves with associated rights and risks regarding privacy and confidentiality.