

Presentation Brothers Youth Ministry Office

Social Media Policy

The mission of the Presentation Brothers is focused on 'forming Christ in the young.' Blessed Edmund Rice began the Presentation Brothers way of life by being moved to compassion at the sight of neglected and illiterate young people on the streets in Waterford over two hundred years ago. He fed, clothed and educated those young people. The Presentation Brothers desire to express his spirit of loving care of children by implementing these policies and procedures.¹ The primary goal of the Presentation Brothers Youth Ministry Office is to minister to young people in Cork City by making Jesus Christ better known, loved and served while also providing a practical way for Presentation Brothers to meet, minister and accompany people.

In order to further inspire and facilitate young people in taking an active role in the Catholic community Presentation Brothers Youth Ministry have decided to enhance our utilisation of social media platforms. We recognise the impact, involvement and influence that social media sites such as Facebook, Twitter and Instagram have on the lives of young people. We also acknowledge their role in the way which young people interact with each other. There is great potential in the utilisation of these platforms to aid Youth Ministry in deepening relationships with young people, encouraging them in their faith, and promoting opportunities and events in the Presentation Brothers Youth Ministry Centre. Our utilisation of these social media platforms will also aid in promoting positively the work that is actively being done by the Presentation Brothers and the Youth Ministry Office.

However, we acknowledge the dangers and potential risks these platforms can pose to both our young people and to our Youth Ministry workers. Therefore we recognise that the safeguarding of young people must be at the heart of our social media usage and therefore we have devised this policy.

¹ Brother Andrew Hickey, Province Leader, Anglo Irish Province. [2011] *Presentation Brothers Child Safeguarding Protection Policy and Procedures.*

Guidelines for Presentation Brothers Youth Ministry Officers Using Social Media Platforms with Young People (Under 18's only).

General Guidelines

- This document is for use by the Presentation Brothers Youth Ministry office and all relevant employees only.
- For the purposes of this document 'young people' will be defined as any male or female aged eighteen or younger.
- For the purposes of this document the 'administrators' of all Presentation Brothers Youth Ministry media accounts are the Youth Ministry Coordinator(s) and/or the Evangelisation Officer who hold the aforementioned positions at the time.
- At all times the uploading of photos/videos of young people and the 'tagging' of young people in photos/videos on Facebook, Twitter and Instagram is strictly forbidden, unless the express permission has been granted by the young person(s) parent/guardian. This permission must be given via the Presentation Brothers Youth Ministry Media and Communications Permission Slip and a record must be kept in the Presentation Brothers Youth Ministry Office.
- A Presentation Brother Youth Ministry Office employee must never give out personal details to young people via the Presentation Brothers Youth Ministry Office Facebook, the Presentation Brothers Youth Ministry Office Twitter or the Presentation Brothers Youth Ministry Office Instagram accounts.
- A copy of this policy and the Media and Communications Permission Slip is to be made available to parents/guardians upon request. Copies must also be available online via the Presentation Brothers website.
- At all times, administrators of the Presentation Brothers Youth Ministry Facebook Page, Instagram, and Twitter account must communicate and liaise their online activity with other administrators. A quarterly review of all online activity must take place between all administrators.

Presentation Brothers Youth Ministry (/presbroyouthministry) Facebook Account:

The Presentation Brothers Youth Ministry Facebook account must be used for Presentation Brothers Youth Ministry Office purposes only and not as a Youth Ministry employees personal account. The ability for young people to 'Private message' the Presentation Brothers Youth Ministry Facebook page must be permanently disabled. Should any messages occur all messages must be saved and kept, (both incoming and outgoing). 'Instant messenger' must not be used for one on one communication with young people under any circumstances. All contact with young people using Facebook must be kept appropriate. What is deemed as appropriate communication will be set out below. The Presentation Brothers Youth Ministry Facebook account must not be utilised by any member of staff after 9pm.

All one to one to online communication with young people must be kept in the public eye in order to safeguard both the young person and the worker. Communications must be done through the 'public wall' function and it is advised that this is utilised to reply to any private messages which young people may send to the page. In the case of a group message sent to multiple young people (i.e. in an event) it is advised that two administrators be present in the group message or event page and all messages or communications must be logged and not deleted. The two administrators will communicate a time at which both will be present on the group message.

In all online communications smileys and abbreviations must not be used e.g. lol, brb as these may be misinterpreted by parents/guardians or other young people. The use of appropriate 'hash-tags' is allowed, e.g. #EasterSunday, #theLordisrisen, #WYD.

In the event that a public wall post is inappropriate for responding to a young person then the Youth Ministry Office employee should respond in the following ways; a) arrange a meeting, b) phone the young person or c) seek further advice from the Designated Liaison Person depending on the level of information a young person has disclosed utilising the social media site. If the Designated Liaison Person is not available and cannot be reached, the issue must be brought to the Deputy Designated Liaison Person.

Youth Ministry employees are not permitted to direct message or accept/send friend requests to young people from their own personal Facebook account unless they are known personally to the employee outside of the Presentation Brothers Youth Ministry Office, or if they were know personally before they began their term of employment with the Presentation Brothers Youth Ministry Office.

Presentation Brothers Youth Ministry (@PBYouth Ministry)Twitter Account:

The Twitter account must be used by the Presentation Brothers Youth Ministry Office only. There must be an agreed moderator of this Twitter account to ensure online safeguarding is adhered to, the agreed moderator of the Presentation Brothers Youth Ministry Twitter account is the Presentation Brothers Youth Ministry Coordinator. Tweets sent from the Presentation Brothers Youth Ministry Twitter account must be in line with the charism and mission of the Presentation Brothers. It is not to be utilised to endorse or promote the Youth Ministry Coordinators own interests.

All 'tweets' must be saved and not deleted. All communication on the Twitter account must be kept appropriate. The Twitter account must not be utilised by any of the Youth Ministry staff after 9pm. Young people are free to 'follow' the Presentation Brothers Youth Ministry Office Twitter account however Presentation Brothers Youth Ministry Office cannot 'follow' any young person back. The accounts the Presentation Brothers Youth Ministry Office are allowed to 'follow' must be organisations or official twitter accounts e.g. @Pope Francis, @Alpha or other members such as Brothers in the Presentation community.

All communication with young people via Twitter must be done publicly and on the 'twitter feed'. Twitter direct messaging must never be utilised. The ability for young people to 'direct message' the Presentation Brothers Youth Ministry Twitter account must be disabled at all times. In all 'tweets' to young people smileys or abbreviations must not be used e.g. LOL, YOLO, ☺ as these may be misinterpreted by parents/guardians or other young people. The use of appropriate 'hash-tags' is allowed, e.g. #EasterSunday, #theLordisrisen, #WYD. In general 'tweets' to the public on the Presentation Brothers Youth Ministry Twitter feed certain emoticons/emoji's and smileys such as the praying emoticon may be utilised where appropriate. Appropriate 'hash-tags' are also permitted.

Youth Ministry employees are not permitted to 'tweet' or 'follow' young people from their own personal Twitter account unless they are known personally to the employee outside of the Presentation Brothers Youth Ministry Office or were known to the young person before they began their term of employment with the Presentation Brothers Youth Ministry Office.

Presentation Brothers Youth Ministry (pbyouthministry) Instagram Account:

The Presentation Brothers Youth Ministry Instagram account must be used by the Presentation Brothers Youth Ministry Office only. Photos uploaded onto the Instagram must be in line with the charism and mission of the Presentation Brothers. It is not to be utilised to showcase the Youth Ministry Offices employees own interests. All photos uploaded to Instagram must be saved in a folder on the computer hard drive. All uploads must be appropriate. The uploading of photos of young people at Presentation Brothers Youth Ministry Events to the Instagram account is strictly forbidden, unless the express permission of the young person's parent/guardian has been given using the Presentation Brothers Youth Ministry Communication & Media Permission Slip. The Instagram account is not to be utilised by any Youth Ministry employee after 9pm.

Young people are free to 'follow' the Presentation Brothers Youth Ministry Office Instagram account however Presentation Brothers Youth Ministry cannot 'follow' any young person back. The accounts Presentation Brothers Youth Ministry Office are allowed to 'follow' must be organisations or official Instagram accounts e.g. Net Ministries.

Replying to comments on Instagram should be restricted. A Youth Ministry Office employee may reply to a comment on the public Instagram post only if it is a query about an event. Replying to general comments is not allowed under any circumstances. Any replies in the comments section must not contain smileys or abbreviations as these may be misinterpreted by parents/guardians or other young people. Appropriate 'hash tags' are allowed, e.g. #Christmas #PBYM.

Youth Ministry employees are not permitted to 'follow' young people from their own personal Instagram account unless they are known personally to the employee outside of the Presentation Brothers Youth Ministry Office, or were known personally before they began their term of employment with the Presentation Brothers Youth Ministry.

Breaches of the Presentation Brothers Youth Ministry Social Media Policy:

- This social media policy is binding for all administrators of the Presentation Brothers Youth Ministry media accounts, these include the Facebook page, the Twitter account and the Instagram account.
- A thread on all activity by the Youth Ministry employees or Evangelisation Officer across all the various Presentation Brothers Youth Ministry media accounts is logged via email to the Evangelisation Officer and the Youth Ministry Coordinator automatically.
- The protocol for breaches of this Social Media Policy is as follows:
 1. If a breach occurs the Evangelisation Officer/Youth Ministry Coordinator(s) is/are notified via email immediately.
 2. The breach is then flagged by the Evangelisation Officer/Youth Ministry Coordinator(s).
 3. The breach is then brought to the attention of the relevant superior in both offices. For a breach by the Youth Ministry Coordinator(s), the breach is brought to the attention of the Youth Ministry Line Manager by the Evangelisation Officer immediately. For a breach by the Evangelisation Officer, the breach is brought to the attention of the Province Leader by the Youth Ministry Coordinator(s) immediately.
 4. Following this a meeting is called between the Youth Ministry Coordinator(s), the Evangelisation Officer and the Youth Ministry Line Manager or between the Youth Ministry Coordinator(s), the Evangelisation Officer and the Province Leader. The nature of the breach will be discussed at this meeting and the individual who committed the breach is given the opportunity to explain the nature of the breach.
 5. If the breach is deemed inappropriate in that there was severe inappropriate communication between an administrator and a young person or young people then the breach is brought to the attention of the Designated Liaison Person. If the Designated Liaison Person is not available and cannot be reached, the issue must be brought to the Deputy Designated Liaison Person.