

**Article I: Purpose**

1.1 St. Margaret of York is an entity of the Archdiocese of Cincinnati and the Catholic Church at large and is therefore bound to adhere to the policies set forth by the Archdiocese. In an effort to comply with the Archdiocesan guidelines the following rules have been established to protect the St. Margaret of York community.

1.2 Social media is a tool of the new evangelization that brings the Church into the hands and homes of people beyond the doors of our parish. The Pastor, the qualified staff, and social media administrators, moderators, etc. determine what will be communicated through all social media outlets.

**Article II: Official Social Media:**

2.1 Approval: Approval must be granted by the corresponding department head, pastor or principal prior to creation. A record of approved accounts will be maintained in the parish office.

2.2 Use of Logos: Approved accounts are required to contain the official St. Margaret of York Parish, School, or related entity logo. No website account may include the official St. Margaret of York logo or that of a related entity in a way that implies official ownership/sponsorship, without being an approved account.

2.3 Administration: Approved accounts must have at least two adults with full administrative access and at least one of the administrators must be a parish or school staff member. All administrators, moderators, etc. must be Virtus trained and compliant.

2.4 Archdiocese of Cincinnati Social Media Policy: All official accounts that represent St. Margaret of York accounts are subject to the rules established and set forth by the Archdioceses of Cincinnati Social Media Policy. Link:

<http://www.catholiccincinnati.org/wp-content/uploads/2010/10/Social-Media-Policy.pdf>

2.5 *Official School and Parish Social Media*: The following social media outlets are the only social media outlets that represent St. Margaret of York:

## Twitter

<https://twitter.com/smoyparish>

<https://twitter.com/SMOYteens>

<https://twitter.com/SMOYschool>

## Facebook:

<https://www.facebook.com/smoyparish/>

<https://www.facebook.com/smoy.teens/>

<https://www.facebook.com/SMOYfest/>

<https://www.facebook.com/smoyschool/>

<https://www.facebook.com/groups/762782913885488/>

## Instagram

<https://www.instagram.com/smoyschool/>

**Article III: Unauthorized and Unaffiliated Social Media:**

3.1 Disclaimer: Unauthorized and Unaffiliated Social Media accounts that are not valid representations of St. Margaret of York must post the following disclaimer: “This digital space is not an official representation of St. Margaret of York. The views and content expressed in this digital space do not necessarily represent or reflect the views of St. Margaret of York or the Archdiocese of Cincinnati or of the Catholic Church at large”

3.2 Use of Logos: Unauthorized and Unaffiliated Social Media may not include any official St. Margaret of York logo or that of a related entity in a way that implies official ownership/sponsorship.

3.3 Administration: St. Margaret of York staff members may not be administrators, moderators, or hold similar roles within these Unauthorized and Unaffiliated Social Media accounts..