

# Social Media Policy (SMOY)

St. Margaret of York maintains an official presence on six social media sites: Anchor, Facebook, Instagram, Spotify, Twitter, and YouTube. These accounts are produced, maintained, and monitored by the Parish Office. These social media outlets are where all persons can learn about and enjoy some of the great things happening at the parish.

## Article I: 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:

<https://resources.catholicaoc.org/download/106/youth-evangelization/7214/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:

Anchor.fm

<https://anchor.fm/smoyparish>

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/894034687465353> (VBS)  
<https://www.facebook.com/groups/541694532964976> (Boosters)

### Instagram

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

### Spotify:

<https://open.spotify.com/user/484i75w602qy40tvgtvmx7v5h>

### Twitter

<https://twitter.com/smoyparish>  
<https://twitter.com/SMOYteens>  
<https://twitter.com/SMOYschool>

### Youtube

<https://www.youtube.com/channel/UCTm2wN1iEJWRRgTDkzYILHA>

## Article II: 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.

## Article III: Comment Policy

All of our fans and followers are welcome and encouraged to share content on St. Margaret of York social media pages. All posts or comments should be relevant to the St. Margaret of York community. Remember that you are personally responsible for all content you post online, whether in a blog, on a social networking site, or in the comments section of an online news story.

We strive to make our social media community reflective of the values of Jesus and the Catholic Church. Therefore, St. Margaret of York reserves the right, but is not obligated, to remove comments that:

- are off-topic
- are profane, violent or obscene
- are duplicate or spam
- advocate illegal activity
- are misleading or contain falsehoods and/or inaccurate information
- libel, incite, threaten or make ad hominem attacks on employees, guests, or other individuals
- endorse or oppose anyone campaigning for election to a political office
- violate the social media platform's policies

We also do not permit messages selling products or promoting commercial, political campaigns, or other ventures unless we deem them related to the parish, its members or its operation. Posted comments do not necessarily reflect the opinions or policies of the parish.

### Additional options for individual users:

- Hiding or reporting comments may also be an action you can take. Review the Terms and Community Guidelines for the service and see what options are available to you.
- You can always choose to express your disagreement or state your own point of view in a way that's consistent with the above policies.
- If you sense a comment is written with the express purpose of provoking an argument, denying the comment the attention it seeks is sometimes the best course of action.

Employees' social media usage is expected to comply with Archdiocese of Cincinnati Social Media Policy and all applicable policies. All users, including page administrators, are subject to the terms of service of each social media site and this policy.

Posted comments do not necessarily reflect the opinions or policies of St. Margaret of York.

If you have any concerns about the content posted on one of our social media outlets, please email us at [communications@smoy.org](mailto:communications@smoy.org). We welcome all of your feedback and thank you for your help in creating a safe, vibrant and respectful online community.