

Photo and Social Media Policy

Saint Luke Catholic Church

Overview

To do our best to ensure the safety of our community while still demonstrating that the church is the people, and promoting the St. Luke spirit of warmth, family, fellowship, and community, the St. Luke Pastor, staff and Servant Leadership Team have developed this Photo and Social Media Policy to cover any photos or videos of parishioners or event attendees to be used on the St. Luke website, social media and other electronic, digital or print publications. The Social Media policy also directs the conduct of administrators of social media.

Photography and Video

Photo and Social Media policies take into account whether an event is a public event or a private church event. Public events are defined as those “where there is a reasonable expectation that the public at large is invited to and welcome at the event”. Some examples of public events include: Fall Festival, Trunk or Treat, Easter Egg Hunt, Mass. Private events include those where only a specific set of individuals are invited or included. Private events include: Faith Formation classes, Playschool classes, nursery, and any ministry meetings. If there is an uncertainty as to whether the event is public or private, use the rules for a private event.

Whether at public or private events, individuals (minors and adults) in photographs on website or other publications will not be identified by name on the publication or by the uploaded file name, with the following exceptions:

- a. Children receiving awards or recognition. Parents need to give express permission for the name to be attached prior to publication.
- b. Adults receiving awards or recognition (for example, the Salt and Light Awards).

Public event photo policy:

According to Federal Law and Diocese of Charlotte Policy, including Safe Environment policies, group photos may be taken at any church event that is open to the public. These photos may be used on the St. Luke website, Faith Formation website, and any other electronic, digital or print publications without a photo release. As a courtesy and to make attendees at events aware of this policy, posters may be prominently posted indicating that photos from the event may be used in this manner. Groups may also have nametags for photographers during the event. Again, as a courtesy, photographers should ask permission if taking pictures of a small group or individuals. [From a practical standpoint you may wish to require a written release for all pictures used on outside publications or electronic media (i.e. website, electronic/digitally available newsletters, blogs, etc) and require only one release from the writer or publisher of internal newsletters, slideshows or bulletin boards that verifies that he/she obtained or verified consent on all media used within their display or publication].

Private event photo policy:

St. Luke must obtain parental permission from all minors registered in any education or ministry or program at St. Luke to be photographed. A photo release statement will be added to all registration or sign-up forms and leaders must consult the list and inform photographers prior to an event of any children who should not be photographed. Additionally, when submitting photos of minors for publication in a newspaper, newsletter or other printed publication, only include the child's first name, parents' name and hometown, but not street address.

Groups required to obtain photo releases for minors include:

- § Altar Servers
- § *Cub Scouts**
- § *Boy Scouts**
- § Faith Formation
- § Vacation Bible School
- § Playschool
- § Baptism Preparation
- § Hispanic Music Ministry
- § MoMS group (children in childcare)
- § Music Ministry (included all choirs including minors (under 18), and any other events where minors not already enrolled in a group will be involved if (i.e., Fall Festival)
- § Any additional St. Luke-sponsored ministry or group now or in the future which includes minors

Photographs of minors must be of past events, rather than including photos with a future location. For example, posting a photo of a past youth event is permissible. Posting a child's photo with the date and time of a future youth event is not permissible.

For a private event, if a signed photo release is not obtained or the parent answers "no", no photos of that child in that activity may be published.

Photo or Video Removal Policy

1. Anyone who discovers that photographs of himself or herself or family members have been included in St. Luke publications or on the website that they do not wish to remain there should contact the church office by phone or email to request the photograph's immediate removal.

Copyright Policy

1. Unless otherwise indicated, photographs and videos published by St. Luke Church are the property of and are copyrighted or licensed by St. Luke Church and may not be used for any purpose (including but not limited to: downloading, printing, distributing, linking) without permission from St. Luke Catholic Church.
 2. St. Luke will obtain permission to use any photographs and graphics from other sources before using within any publication, website or other medium.
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Social Media Policy

In keeping with the Social Media Guidelines for the Diocese of Charlotte while promoting events at the church, the following procedures are established:

1. Code of Conduct: The following Code of Conduct for the Diocese of Charlotte should be posted on all social media sites:

“All posts and comments will demonstrate Christian charity and respect for the truth. They will be on topic and presume the good will of other posters. Discussion will take place from a faith perspective. No advertisements will be included on the site”

Visitors who do not comply with the code of conduct will be blocked by the site administrator.

2. Disclaimer: The following disclaimer from the Diocese of Charlotte should be posted on all social media sites:

“The user submitted information and comments that are published or made available through this social media site may not represent the teaching of the Catholic Church or the official position of the Diocese of Charlotte. Inappropriate or objectionable postings may be deleted at the discretion of the site administrator and/or the Diocese of Charlotte. User-submitted information on this site is provided for informational purposes only.”

3. All Social Media sites or apps must have “two deep leadership” at all times, meaning that two adults who have completed all safe environment training and paperwork are involved in all communication with minors. For example, if youth group is participating in a social media platform to communicate with teens, two safe environment approved adults should be “present” in all communication with minors.
4. There must be at least two site administrators for each site. The administrators must have full password and editorial access at all times. At least one of the administrators must be a Diocesan employee. Administrators are required to monitor and update their site regularly.
5. Each administrator will have a password for their site. Passwords must be shared with the Diocesan Director of Information Technology, the Chancery, and the diocesan webmaster. The passwords for all sites should be stored in a central location at the church as well.
6. An individual’s personal site may not be used for Diocesan programs. Hosting of a site and domain names should be the property of St. Luke Church.
7. All sites must follow the Social Media Policy of the Diocese of Charlotte at all times.

Administrative Guidelines for Photo and Social Media policies

1. A copy of this Photo and Social Media Policy will be included on the church website and a copy maintained in the church office.

2. Notice of the availability of this Policy and photo removal policy will be publicized in the bulletin, on the website and in newsletters created by St. Luke or its ministries (e.g. Liturgical Ministry Schedule mailings, Young at Heart newsletters), at least once a year.
3. All appropriate staff, commission, committee, and ministry leaders will be required to adhere to the photo policy and review annually to ensure that the policy is adhered to and followed as the ministry transitions with new members and leaders. SLT will review the policy annually and revise as needed, and communicate any revised policy to all staff, commission, and ministry leaders.
4. In any case, where someone declines, asks or does not provide permission for a photo to be published, St. Luke will make every effort to remove the photo as soon as possible.
5. All appropriate staff, and commission, committee, and ministry leaders will be responsible for clearing any photos from their groups or events and submitting them to the webmaster for the website or other publication. With the photos, they should submit a signed form (to be created) that indicates that they have cleared the photos for publication and granting the church the right to use the photograph. In this way, the burden of complying with the policy is with the leader of the group rather than the webmaster.
6. Internal use of photographs or videos by staff, commissions or ministry leaders for editorial or historical purposes are exempted from this policy.