Anglican Diocese of Adelaide

DIOCESAN MEDIA GUIDELINES

GUIDELINES FOR DIOCESAN AND PARISH USE to be read in conjunction with the Diocesan Media Policy

1. Introduction

Officers of the Diocese should understand how communication with the Media is important and can help achieve strategic objectives, as well as the need to be well-prepared for interviews how to deliver a clear message.

Officers of the Diocese are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Diocesan Media Officer on how to comply with the following obligations.

2. Key Principles

Responding to calls from the Media are important and journalists' enquiries and/or interview requests and must be handled in a timely and informative way. However, it is important not to respond to any questions on an initial call. Those unauthorised to talk to the Media on behalf of the Diocese should respond to an initial call by saying that they are not capable of answering the question but will get someone to phone back as soon as possible.

The person taking the call must ask: What is your name? What publication are you calling from? When is your deadline? What information are you looking for or what is the topic of the interview? What is your phone number?

Guidelines for functioning in an online/electronic world are the same as the values, ethics and confidentiality policies Officers of the Diocese are expected to live every day. Here are some key principles to guide your social media use:

- Your online actions should at all times be consistent with your work and Christian values and you take responsibility for the things you do, say, or write.
- You're an ambassador for the Diocese. If you are ordained, lead in or are employed by the Diocese, others will see you in your public role as a representative of the Diocese.
- State and Federal legislation and the child protection protocols, and policy of the Diocese must always be observed.
- You should practice transparency and accountability in your interactions, while practicing courtesy and respect.

In all your dealings with media and social media whether as a representative of the Diocese or your parish or in your individual personal use you must abide by the Diocesan Code of Conduct Faithfulness In Service. Any breach of Faithfulness In Service may result in referral to the Professional Standards Committee.

3. Standards of Use of Social Media

Here are some useful Do's and Dont's to guide your interaction with social media.

3.1 Posting Content

DO:

- Ensure content is consistent with your work and the Christian values of love, tolerance and forgiveness.
- Respect copyright, libel and defamation laws.
- Correct your mistakes and apologise if anyone was upset or offended.
- Use your best judgement.
- Remember what you publish will be around for a long time. Consider the content carefully.
- Make sure all pages are up to date with appropriate contact details and service times.
- Be aware of the age group.

DON!T:

- Post offensive, discriminatory, defamatory, harassing, or inconsistent content.
- Provide sensitive, private or confidential information or matters of the Diocese.
- Use Diocesan logos or trademarks unless approved to do so. If you do use them, please obtain correct permissions and follow brand guidelines.
- Forget your day job.
- Upload, post or forward any content belonging to a third party unless you have that third party's consent.

3.2 Follow Privacy Regulations

DO:

- Ensure that people's privacy is respected such that their personal contact details, photographs of them and circumstances are not on the page without their knowledge and consent.
- Protect yourself and your privacy.

DON!T:

- Tag photos without consent
- Provide personal details

3.3 Exercise Professionalism

DO:

- Exercise appropriate care in private conversations.
- Exercise personal responsibility.
- Know and follow the existing Diocese of Adelaide Child Safe Ministry Policy.
- Include a disclaimer that the views are your own and not those of the Anglican Church or the Diocese of Adelaide.
- Consider the impact on the reputation of the Anglican Church or the Diocese of Adelaide.

DON!T:

- Air Personal Grievances. Social networks are never a good place to air personal grievances with other staff members or followers.
- Do anything that breaches your terms of employment or Faithfulness in Service.
- Make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity.

3.4 Assess Tone/Language

DO:

- Always consider the 'voice' used.
- Respect your audience – do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in a Christian environment or Anglican Diocese of Adelaide workplace.

4. Abide by Site Policies

Each social media platform has a set of terms and policies of use. It is important to familiarise yourself with these policies when posting on/for a page.

Facebook: www.facebook.com/terms
X (formerly known as Twitter): https://help.x.com/en/rules-and-policies/x-rules
LinkedIn: http://www.linkedin.com/legal/user-agreement
YouTube: http://www.youtube.com/intl.en-GB/howyoutubeworks/policies/community-guidelines
Instagram: https://help.instagram.com/581066165581870/

5. Handling Online Content

5.1 Crisis support through social media

It is recommended to not handle crisis support through social media. In the case where crisis outreach occurs through a social media platform, a message for further support should be posted to the page as quickly as possible.

5.2 Complaints through social media

Complaints or negative comments will be made through social media platforms. It is recommended not to argue or refute complaints/negative comments, as this behaviour can antagonise or fuel other attacks. Rather, it is important to address the comment as soon as possible.

5.3 Deleting Posts

Social media is a two-way platform in which information can be disseminated but is also a form of two-way communication and a vehicle to listen to community views. It is recommended to not delete any posts from your page except when they are defamatory or contain offensive material. Where necessary, it is advised to contact the user whose post has been removed, explain why it has been removed, and outline any necessary action(s) for it to be reposted.

5.4 Bring issues to the Synod office's attention

If you find information online that you think the Synod Office should respond to, contact the Diocesan Media Officer. They will arrange a response from a relevant subject matter expert.

6. Social Media Age Restrictions

In accordance with Australian law and the Diocese's commitment to child safety, staff, volunteers, and representatives must not assist or encourage persons under 16 to create or maintain social media accounts. All media activities must comply with the Social Media Minimum Age obligations under the Online Safety Act. Breaches of this policy may result in disciplinary action.

7. Official online Anglican Diocese of Adelaide content

Only those officially designated by the Diocese of Adelaide or the Archbishop of Adelaide have the authorisation to speak on behalf of the Diocese.

Individuals who are employees, parishioners, volunteers or supporters of the Anglican Diocese of Adelaide do not have permission to post official Diocese content. They can, however, repost, retweet

etc. Diocese posts, material or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation.

If you notice any content posted on social media about us (whether complimentary or critical) please report it to Diocesan Media Officer.

8. Further Information

If any person is in doubt and seeks further clarification on any point, they should contact the Diocesan Media Officer at Synod Office.

Any member of staff who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media website should inform the Diocesan Media Officer.