

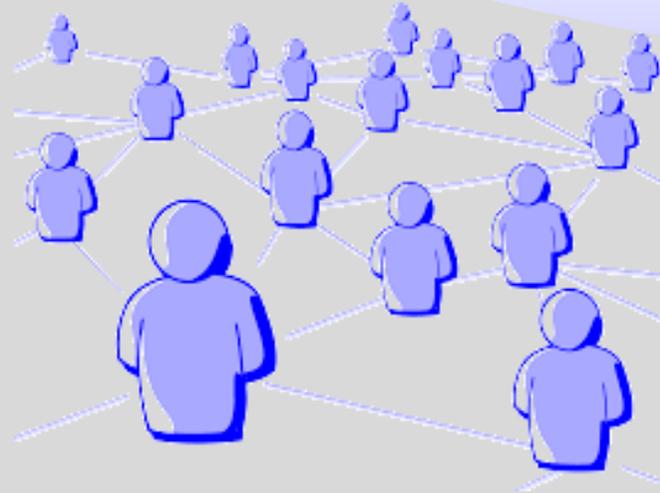
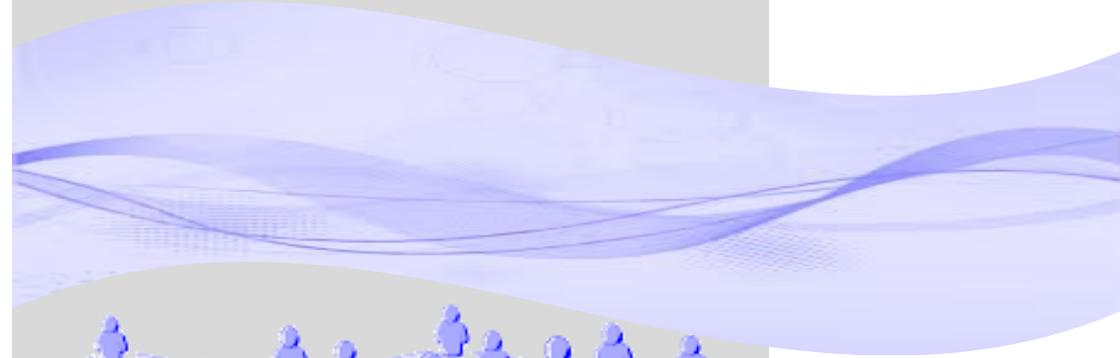


Electronic media policy

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We respectfully acknowledge the Whadjuk people of the Noongar Nation, who are the traditional custodians of this land. We pay our respects to Elders both past and present.



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Grooming. The use of social media or electronic services to befriend and establish an emotional connection with a child, and sometimes the family, in order to lower the child's inhibitions with the object of sexual abuse or exploitation (Wikipedia).

Mailing List Service. An online third-party service which allows people to create, send, and manage email newsletters to a list of stored email addresses.

Meme. An activity, image, concept, catchphrase or piece of media which spreads, often as mimicry or for humorous purposes, from person to person via the Internet. An Internet meme may also take the form of an image, hyperlink, video, or website. (Wikipedia).

Posts (posting). A social media user placing content – text or audio-visual – on a social media platform.

Profile. The information a social media user records about themselves on social media and viewable by their connections ('friends') on social media, and if they wish, the public. Typically includes an image.

Social Media. A range of (ever growing) technologies that facilitate the creation and 'sharing of information, ideas, interests and other forms of expression via virtual communities and networks'

GLOSSARY

Age requirements. The legal age required for a person to create and use social media. It varies from social media to social media. Generally it is between 13 and 18.

BCC field. 'Blind Carbon Copy' a choice when sending an email that allows the sender to send the message to a list of addresses (in addition to primary recipients) without other addressees knowing about that fact. BCC addresses are concealed from recipients, including others on the BCC list (Wikipedia).

Comments (commenting). A social media user making comments, either text or audio-visual, about a website or social media post.

Cyber-bullying. An aggressive, intentional act or behaviour that is carried out by a group or an individual, using electronic forms of contact (often social media) repeatedly and over time against a victim who cannot easily defend him or herself (Wikipedia).

Emails. Messages distributed by electronic means from one computer user to one or more recipients via a network (Wikipedia).

Friend (friend request, friending). A virtual link between two users of the same social media platform. Social media allows posting of material and comments to be visible only to 'friends' not the public.

1. STATEMENT

- a) Mundaring Anglican Parish recognises the potential of electronic tools such as websites, emails, social media and online communication in engaging the community and as tools in forming communal relationships and collaboration the Parish's Vision and Mission.
- b) Mundaring Anglican Parish also recognises the potential issues and problems that may arise when electronic communications are engaged in without care and discernment. These include but are not limited to: inappropriate and offensive information sharing, abuse, cyber-bullying, on-line exploitation and grooming, loss of confidential material and erasure of healthy and functional boundaries.

2. PURPOSE

The policy is to assist all members of the Mundaring Anglican Parish community to engage with the Parish website, email and social media in a healthy and functional manner through providing parameters of correct use and examples of what must be avoided.

3. CONTEXT

This policy is to be read and understood in conjunction with:

- **Mundaring Anglican Parish - Privacy Statement**
(<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016Privacy-Statement.pdf>)
- **Mundaring Anglican Parish - Safe Ministry Boundaries**
(<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016-Safe-Ministry-boundaries.pdf>)
- **Mundaring Anglican Parish - Safe Ministry Protection**
(<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016-Safe-Ministry-children.pdf>)

- **Diocese of Perth Policy 40.8 - Social Media**
(<https://www.perth.anglican.org/download/policies/Policy-40.8-Social-Media.pdf>)
- **Relevant Legislation** as set by State and Federal Governments applied in the management, operation and use of parish electronic communications. In addition, the parish will respond to community expectations relating to reasonably acceptable behaviour in the management, operation and use of electronic communications.

4. SCOPE

- The Parish.** The parish has a duty of care to provide a safe environment for parishioners and visitors attending its churches, participating in its activities and using its buildings and grounds. This Electronic Media Policy, together with other supporting safety policies are publicised and available on our website. Anyone contravening these policies will be dealt with quickly and correctly by the statutory authorities.
- The Individual.** At all times we need to act responsibly and take reasonable care to protect ourselves, our families and others. We all need to take note of any suspicious behaviour or suspected misconduct or harassment by anyone associated with the Mundaring Anglican Parish and report it to the Rector, a Warden or a member of Parish Council.
- This policy applies to:
 - Clergy.
 - Parish leaders (Parish Council members, Church Wardens, Ministry Group Leaders).
 - Salaried parish employees.
 - All members of the Mundaring Anglican Parish community (whether or not they are listed on the Parish Roll).

- There is always the potential for misinformation but the Parish maintains its stance of having no position on contentious issues.
- The Parish will work at staying on top of any trolls, spam and misinformation that may occur, and maintain good moderation. To date, the Parish has never had to remove/moderate anyone on its Facebook page.
- The opportunity will be taken to cross-link with the Op Shop social media page.
- It is anticipated that the ministry will focus on parish life, although care will be taken around privacy, to disseminate information around our Parish and church families quickly.
- Our Facebook page enables the Parish to establish contact with a large number of people it would not normally engage with about major events such as Christmas, Easter, Community Fair and other events and activities, so they know what's happening here.
- The Facebook page will also provide a wider focus about the Diocese and Anglican communities in Australia and around the world.

Social media is only one way our Parish stays connected with each other and with the wider community. We hold many church and social events and activities where you can meet and socialise with welcoming people in a warm, friendly atmosphere.

Interaction contrary to the Mundaring Anglican Parish Electronic Media Policy will not be accepted and may result in your comments being deleted and your access to our pages revoked. In accordance with our legal obligations, any comments or interactions that appear contrary to law will be reported to the relevant authorities. Thank you."

13. CONTENT, CONTENT PRODUCERS AND SHARERS

- a) The Parish Council appoints a designated person to fill the role of Social Media Team Leader.
- b) The Social Media Team Leader role will be filled and changed as and when the Parish Council sees fit.
- c) Social media content (that pertaining to the Parish) may be taken from information in our parish community, for example the Pew sheet and Parish Matters and photographs taken in church and at social occasions etc.
- d) Original content must focus on the work of the Parish within the parish community and greater community it serves.
- e) It must refrain from 'insider talk' or gossip.
- f) Shared social media content from other profiles must promote the vision and mission of Mundaring Anglican Parish or the vision and mission of the Diocese, the Anglican Church in Australia or the greater Anglican Communion.
- g) All content must be uplifting, spirit led, engaging and free of any political, sectarian or divisive content.
- h) Content needs to be approved by the Social Media Team Leader before posting.
- i) In the event of any dispute regarding any Social Media posts, the Rector will act as arbitrator.

- v. Parishioners and non-parishioners carrying out parish ministry.
- vi. Members of the public interacting with Mundaring Anglican Parish via social media.

5. CAVEATS

- a) Information (including media such as photographs) shared on websites, through emails and social media can potentially exist indefinitely, even if the user deletes it themselves. Once posted there may be no control of what occurs with this information, including photographs. **ALL** emails, website additions, social media posts and other electronic information on behalf of Mundaring Anglican Parish are to be made with this in mind.
- b) Some users of websites and social media may respond dramatically to some posts and information, causing them distress not intended by the original poster of that information.
- c) Non-adherence to this policy, intentionally or non-intentionally, may result in access to social media being revoked.

6. WEBSITE

- a) The Parish Website contains information, photographs and articles about parish activities and events.
- b) Children's pictures are not to be uploaded or included in the website or attached media without first obtaining permission from parents or guardians.
- c) Photographs of children must not include any personally identifying text or information concerning them, including names.
- d) Parishioners who have any concerns about their personal information being on the website should advise the Parish Office.

7. EMAIL

- a) Owing to the ease at which emails can be sent to multiple addresses and the speed at which they can become global, with the potential for misuse, all members of the Mundaring Anglican Parish community are required to exercise caution when sending parish emails.
- b) The Parish Directory is not to be used to build email address lists for forwarding chain messages for commercial or other purpose.
- c) Parishioners personal email addresses must not be revealed to people or groups outside the parish, in a list of addressees or any other method. Practically this means any bulk emails are sent out through a proper mailing list service or the email addresses are included in the BCC field and not visible to other email recipients.

8. PORTABLE AND WEARABLE TECHNOLOGY

- a) Portable and wearable technology, such as smart phones and smart watches, have the capability of achieving the functions of all electronic media plus the capacity to do this in a covert manner.
- b) Portable and wearable technology is not to be used to take photographs or videos (with or without the audio function) of people without their permission, with or without the intention of sending them on to third parties.
- c) No photographs or videos (with or without the audio function) are to be taken of children without the express permission of a parent or guardian, irrespective of whether or not the child agrees to this, with or without the intention of sending them on to third parties.
- d) The mobile or landline phone numbers of parishioners must not be given to people or groups outside the parish without prior consent of the parishioner concerned.

- b) If the offending site or profile is in any way associated with the Diocese, the matter must also be reported immediately to the Director of Professional Standards.
- c) Clergy and members of Mundaring Anglican Parish community must familiarise themselves with the age requirements for all social media platforms they personally belong to.
- d) Clergy and all members of Mundaring Anglican Parish community must not initiate 'friend requests' or social media linking to any child.
- e) Clergy and all members of the Mundaring Anglican Parish community must only accept 'friend requests' or social media linking from children under the following conditions: (1) the child is known to them personally, (2) the parents or guardians of the child know and approve of the connection and (3) the age requirements for the social media platform have been met.
- f) If a child attempts to 'friend' or connect online with Clergy or any members of Mundaring Anglican Parish community the person must contact/inform parents or guardians of the child.
- g) Photographs of children and people under 18 years must not include personally identifying text or information about them.

12. COMMENTS AND PUBLIC INTERACTION

The following text is included on the Mundaring Anglican Parish website and on or linked to all social media accounts used by the parish.

"Mundaring Anglican Parish welcomes your interaction and engagement. May you enjoy your time here and help others to also enjoy their time by interacting and commenting in a polite and respectful manner. Please refrain from abusive and strong language, respecting each person as formed in the image and likeness of God.

- c) Clergy and publicly identified church leaders are encouraged to adopt the most strict privacy settings for their personal social media profiles.
- d) Clergy must be mindful about using social media 'messaging', acknowledging it may not be a secure and confidential vehicle for private communication.

11. CHILDREN AND SOCIAL MEDIA

The following parish policies relate to the protection of children and the vulnerable and provide information about Diocesan requirements relating to the safety of children. Please read and comply with these policies for the safety of your own family and the safety of others.

- **Mundaring Anglican Parish - Privacy Statement** (<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016Privacy-Statement.pdf>)
- **Mundaring Anglican Parish - Safe Ministry Boundaries** (<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016-Safe-Ministry-boundaries.pdf>)
- **Mundaring Anglican Parish - Safe Ministry Children** (<http://www.mundaringanglicanparish.com/wp-content/uploads/2016/07/October2016-Safe-Ministry-children.pdf>)

The parish has a duty of care to ensure as far as possible we have a safe environment for everyone so ministries, activities and fellowship are carried out safely and within a culture of care of our children and the vulnerable. We all have to take responsibility.

- a) During the course of the Parish's engagement with social media, any material on any website or social media profile that raises concern that a child has been exploited or is being groomed for such purposes is to be reported immediately to the police and the Department for Child Protection and Family Support.

9. SOCIAL MEDIA

a) Definitions

- i. Social media refers to a range of (ever growing) technologies that facilitate the creation and 'sharing of information, ideas, interests and other forms of expression via virtual communities and networks'. (Wikipedia, [https://en.wikipedia.org/wiki/Social media](https://en.wikipedia.org/wiki/Social_media))
- ii. Social media is always interactive, where the user may choose to *interact* with the posted content, unlike traditional 'static' webpages which provide information to be consumed. A social media '*user*' is the person or group who engages with social (and other) media via the internet and other online tools.
- iii. A social media user will create one or more '*profiles*' which may or may not be shared publicly. (The Mundaring Anglican Parish profile is shared publicly.)
- iv. Social media is centred around *connections* between 'information' posted by one user and other users or virtual 'communities' of users. The information shared may be text, images, videos, audio and other forms of media.
- v. Social media includes but is not limited to these examples (forms less relevant to Mundaring Anglican Parish such as 'product reviews' are not listed):

Blogs: Blogspot. Faith Indaba: <http://faithindaba.blogspot.com.au/>
(Applecross Anglican Church Rector's Blog)

Social networks: Facebook. Wollaston Theological College <https://www.facebook.com/wollastontheologicalcollege>

Forums: Anglican Forums: <http://forums.anglican.net/>

Photo/image sharing: Instagram: Archbishop Justin Welby <https://www.instagram.com/justinwelby/>

Audio sharing: Sound Cloud: The World Community for Christian Meditation. <https://soundcloud.com/wccm>

Video sharing: YouTube: Anglican Media Melbourne <https://www.youtube.com/user/AnglicanMediaMelb>

b) Official Profiles

- i. An official 'Mundaring Anglican Parish' profile has been created for all social media platforms the parish wishes to engage in.
- ii. This profile is the only one through which the parish is represented on the respective social media platform.
- iii. Interaction of the 'Mundaring Anglican Parish' profiles within social media must be conducted in the same manner as church fellowship: respectful, kind, safe and friendly.

c) General Policy for use

- i. All interaction must be conducted in accordance with relevant state and federal legislation.
- ii. The parish cannot use Diocesan logos, brands or trademarks without obtaining permission and following guidelines for use.
- iii. Social media must not be used to access, share, store, distribute or 'comment' on pornographic material.
- iv. All social media interaction, must be free of sexualised overtones or sexually explicit material or language; racist or abusive language, derogatory statements concerning individuals or groups; and defamatory statements. This includes 'jokes'; and visual memes.
- v. Social media communication must not be used to air grievances concerning fellow parishioners or any member of our parish community, clergy or the Diocese.

- vi. Social media communication must not reveal confidential information pertaining to individuals, the Parish or the Diocese, including terms of employment, contracts or Stipend or personal information about an individual without the individual's consent.
- vii. Social media communication must not be conducted under the influence of alcohol or other drugs if this is likely to result in inappropriate use. If misuse is identified and it is known or suspected that alcohol or drugs are involved, access to social media will immediately be revoked.
- viii. It is strongly recommended people in a traumatised or stressful situation do not use social media if it is likely to result in its inappropriate use. If misuse is identified, a state of trauma or stress given as mitigating circumstances will not necessarily be accepted and access to social media may be revoked.
- ix. Mundaring Anglican Parish must not 'forward' or 'share' non-public material belonging to another social media user without first obtaining consent.
- x. Photographs and other media of church events must not be shared in social media unless all identifiable persons within the media have given consent.

10. CLERGY, PARISH LEADERS AND PARISH EMPLOYEES

- a) Clergy, parish leaders, and salaried employees must not identify their church position on their personal social media profiles.
- b) If there is a need for clergy, for example, to have a professional profile besides 'Mundaring Anglican Parish' profile, a separate professional group profile or page must be created and made available to all members of the public. This reduces the risk of boundary issues and church members being offended if clergy do not 'friend' them.