**NFCYM**

**Internal Social Media Guidelines**

**Social Media**

The proliferation of applications on the social web, as it has become known, has been rapid. While we can in no way strictly define all social media in this document, generally, we are referring to Facebook, Twitter, Linked In, YouTube, Pinterest, Instagram, and any other site or application that allows you to interact with a community via an electronic device.

**Guiding Principles**

These guidelines are meant to complement and reinforce our guiding vision and values, as well as the [principles of pastoral practice in social media](http://www.nfcym.org/resources/technology/guidelines.htm) we uphold: prudent, reasonable, and transparent. As we have written, “***Prudence*** encourages forethought and weighs the merit of the technology and its attending policies in light of pastoral effectiveness and potential risks. Policies and certain technologies may be deemed ***reasonable*** if the use is practical, sound, and considered a normative practice or standard. Lastly, being **transparent** requires that all we do is open to the scrutiny of others and that the use of technology and subsequent policies be clear, intelligible, and observable.”

**Consequences of Violating These Guidelines**

Common sense should guide all you do in your personal life, but especially in terms of social media. You are responsible for knowing our principles, guidelines, and best practices before you engage in social media. What you say could be grounds for reprimand or even dismissal. These guidelines are intended to protect the NFCYM but also to protect you.

**Personal Social Media Guidelines and Best Practices**

***Use good judgment***: Always reflect the NFCYM, our vision and values, and promote us in a positive light.

***Protect and respect confidentiality***: Keep proprietary matters, such as financial information and other data, confidential.

***Be responsible***: Remember that anything electronic lasts forever. There is no privacy on the web.

***Be transparent***: If you post somewhere online regarding the NFCYM, or in response to what someone has written about us, do it using your name and stating that you are an employee.

***Respect our beliefs***: Ensure that anything you post does not clearly violate church teaching.

***Use the tools available***: Facebook, for example, allows users to categorize their “friends” so that you can limit who sees what on your page. Take advantage of these types of tools to protect your privacy and the NFCYM.

This policy is not intended to interfere with an employee’s legally protected rights or to prohibit communications protected by local law.