

Diocese of Venice in Florida, Inc.

Technology and Social Media Guide

July 2016

Technology and Social Media

The technology and social media policies are designed to aid Diocese of Venice in Florida, Inc. personnel in understanding appropriate usage, boundaries, best practices and to define specific standards of conduct when employing the use of information technologies and the Internet. These technologies include, but are not limited to, computers, computer files, tablets, smart phones, software, email, telephones, voice mail, Internet and Intranet, and social media.

The material herein covers specific rules, policies and requirements that employees must follow in using social media, whether for personal or business purposes and subject to discipline for violations. The following sections of the policy provide employees with common-sense guidelines and recommendations for using social media responsibly and safely, in the best interests of the Diocese of Venice in Florida, Inc..

All digital content produced by Diocese of Venice in Florida, Inc. personnel must be consistent with the teachings and tenets of the Roman Catholic Church. Examples of content inconsistent with such teachings include, but are not limited to, anything considered to be false, derogatory, sexually suggestive, sexually explicit, defamatory, fraudulent, malicious, or threatening.

Any misuse or abuse of information technologies and social media covered in this section may result in disciplinary action up to and including termination.

Use of Personal Cell Phones or other Communication Devices

Cell phones shall be turned off or set to silent or vibrate mode during meetings, conferences and in other locations where incoming calls may disrupt normal workflow. Employees may use personal cell phones on a limited basis or for emergencies during working hours.

If an employee is operating a Diocese of Venice in Florida, Inc. vehicle, whether owned or rented, he/she should not operate a cell phone. If a call must be made, pull safely to the side of the roadway into a safe location to make or return a call.

Use of Telephones and Voicemail

The Diocese of Venice in Florida, Inc. recognizes that employees may need to use the Diocese of Venice in Florida, Inc.'s telephones and voicemail for personal activities. The Diocese of Venice in Florida, Inc. authorizes occasional personal use of the Diocese of Venice in Florida, Inc.'s telephones and voicemail systems as long as it does not comprise unprofessional or inappropriate conversations or messages, and does not interfere with the employee's employment responsibilities or productivity.

The Diocese of Venice in Florida, Inc. telephone and voice mail services may not be used for the following:

- Transmitting obscene, profane, or offensive messages;
- Transmitting messages or jokes that violate our harassment policy or create an intimidating or hostile work environment;
- Using the telephone system or breaking into a voicemail box via unauthorized use of a password
- Broadcasting unsolicited personal views on social, political, or other non-Diocese of Venice in Florida, Inc. related matters;
- Soliciting to buy or sell goods or services unrelated to the Diocese of Venice in Florida, Inc.
- Calling 1-900 phone numbers;
- Making personal long-distance phone calls without permission.

Limited personal use of telephone or voicemail is allowed under the following circumstances:

- An employee's work schedule changes without advance notice and the employee must notify a family member or make alternate transportation or childcare arrangements;
- Brief local calls to a spouse, minor child, or elderly parent, or to those responsible for them (e.g. school, daycare, nursing home);

- When employee needs to make a call that can only be made during regular working hours, such as the doctor or local government agency;
- The employee needs to make arrangements for emergency repairs to his or her residence or automobile;
- Employees are expected to immediately reimburse the Diocese of Venice in Florida, Inc. for the cost of any charges for long-distance calls.

Email and Text Messaging

The Diocese of Venice in Florida, Inc. provides certain employees with access to e-mail and/or text messaging systems for use in connection with the performance of their job duties.

Inappropriate Use of IT Resources and Communications Systems. Employees are not permitted to use the Diocese of Venice in Florida, Inc.'s IT resources and communications systems, including e-mail, text messaging, Internet access, social media, telephones and voicemail, for any inappropriate or unlawful purpose. This includes but is not limited to:

- Misrepresenting yourself as another individual or company
- Sending, posting, recording or encouraging receipt of messages or information that may be deemed discriminatory or harassing
- Revealing proprietary or confidential information, including official Diocese of Venice in Florida, Inc. intellectual property without authorization
- Conducting or soliciting illegal activities
- Representing your personal opinion as that of the Diocese of Venice in Florida, Inc.
- For any other purpose that violates the Diocese of Venice in Florida, Inc.'s policies or practices; and
- Sending unsolicited email messages including "Spam" or "Junk mail"

Security Access and Passwords

Security of the Diocese of Venice in Florida, Inc.'s IT resources and communications systems is the responsibility of the designated IT facilitator at the Diocese of Venice in Florida, Inc. It is the responsibility of each employee to adhere to IT security guidelines, including but not limited to, the creation, format and scheduled changes of passwords. All user names pass codes, passwords, and information used or stored on the Diocese of Venice in Florida, Inc.'s computers, networks and systems are the property of the Diocese of Venice in Florida, Inc. If an employee has any questions concerning security guidelines they should contact the IT facilitator at the Diocese of Venice in Florida, Inc.

No employee shall share user names, pass codes or passwords with any other person. An employee shall immediately inform the IT facilitator if he or she knows or suspects that any user name, pass code or password has been improperly shared or used, or that IT security has been breached or violated.

Internet and Social Media

The Diocese of Venice in Florida, Inc. provides desktop Internet access to employees for use in connection with performance of their job duties. The following outlines the Diocese of Venice in Florida, Inc.'s expectations regarding Internet and social media access and use by employees.

The Diocese of Venice in Florida, Inc. reserves the right, without notice, to access and review records of all postings, downloads and websites visited using the Diocese of Venice in Florida, Inc.'s IT resources and communications systems.

Use of Social Media. The Diocese of Venice in Florida, Inc. recognizes that the Internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs, wikis, etc. However, employees' use of social media can pose risks to the Diocese of Venice in Florida, Inc.'s confidential and proprietary information and therefore can expose the Diocese of Venice in Florida, Inc. to discrimination and harassment claims and can jeopardize the Diocese of Venice in Florida, Inc.'s compliance with federal and state laws.

Employees are prohibited from using social media to:

- Post pictures of minors without written consent from parents or legal guardian;
- Associate full names, ages, or other defining information with photos/likeness of a minor;
- Violate the Diocese of Venice in Florida, Inc.'s IT resources and communications systems policies;
- Violate the Diocese of Venice in Florida, Inc.'s confidentiality and proprietary rights policies, consistent with applicable law;
- Circumvent the Diocese of Venice in Florida, Inc.'s ethics and standards of conduct policies
- Engage in harassment
- Circumvent policies prohibiting unlawful discrimination against current employees or applicants for employment
- Violate the Diocese of Venice in Florida, Inc.'s privacy policies (for example, never access private password-protected sites of co-workers or other Diocese of Venice in Florida, Inc. stakeholders without permission);
- Violate any other laws or ethical standards.

Personal use of social media is never permitted on working time by means of the Diocese of Venice in Florida, Inc.'s computers, networks and other IT resources and communications systems.

Acceptable Use of Technology

Use of the Internet is intended for work-related purposes. It is the employee's responsibility to ensure that the Internet and all digital media are utilized in a manner consistent with the Diocese of Venice in Florida, Inc.'s mission and policies, and upholds the legal, ethical and religious standards to which Diocese of Venice in Florida, Inc. employees are bound.

Internet activity is public in nature. Confidential, private, and other information or materials exchanged using this resource may be subject to subpoena.

Downloading information from the Internet may be subject to copyright and intellectual property laws.

All Diocese of Venice in Florida, Inc. personnel are responsible for content posted to websites, social networks and social media websites, such as Facebook, Twitter, Myspace, Instagram, Google +, blogs, vlogs, podcasts, and any others. Despite privacy setting options, all content posted or communicated whether Diocese of Venice in Florida, Inc.-related or personal will be treated as though it is universally or publicly available.

General Provisions

Technologies purchased or provided by the Diocese of Venice in Florida, Inc. and all content used in the performance of Diocese of Venice in Florida, Inc. business and outreach, are the property of the Diocese of Venice in Florida, Inc..

The creation of a website or social media account related to the Diocese of Venice in Florida, Inc. must be approved by the Supervisor. No web presence may be published without said agreement.

Diocese of Venice in Florida, Inc. personnel may be provided a computer, smart phone, tablet, or other technological tools for work, education or ministerial use, however personal is not permitted. Under no circumstances should Diocese of Venice in Florida, Inc. business be conducted on a personal computer owned by the employee.

Unacceptable Use of Technology

The following is deemed unacceptable use of technology:

- Disseminating confidential information to persons, organizations or agencies outside of the Diocese of Venice in Florida, Inc. without approval of the Supervisor or designee. Confidential Information includes all internal information that is not generally available to the public, including but not limited to, financial information, personal files, or any information defined as confidential herein and consistent with applicable law;

- Hacking or attempting to gain unauthorized or illegal access to secured and restricted sites;
- Deliberately damaging or tampering with Diocese of Venice in Florida, Inc. computers, components or other technologies (tablets, phones, cameras, etc.);
- Violating copyright laws, including the acquisition, use or distribution of pirated software;
- Downloading proprietary materials or information (e.g. contact lists, databases, trademark or patented materials, copyright music, etc.), without permission from the owner of the material or information;
- Using someone else's username or password, except where permitted in this policy;
- Trespassing in another user's folder, files, or work;
- Using Diocese of Venice in Florida, Inc. technologies or websites for commercial purposes, personal financial or commercial gain, commercial or private advertising, product advertising or for establishment of a personal webpage. Unauthorized personal "chat" or chain letter communication is also prohibited;
- Intentionally introducing a virus, worm, "Trojan horse" or other code that will disrupt Diocese of Venice in Florida, Inc. business;
- Downloading entertainment software or games, or playing computer games over the Internet;
- Downloading images or videos not related to an explicit business purpose;
- Political lobbying or making political or social announcements not directly connected with the Diocese of Venice in Florida, Inc.;
- Removing equipment from the premises of a Diocese of Venice in Florida, Inc. without the express permission of the Supervisor. Equipment designed for check out (e.g. Multi-media projects, laptop computers) is exempted;
- Removal, shredding or deleting paper-based or digital files from the Diocese of Venice in Florida, Inc. is not allowed unless it complies with the financial retention policy for the Diocese of Venice;
- Using personal email accounts to send or receive information related to the business of the Diocese of Venice in Florida, Inc. is not permissible for Diocese of Venice in Florida, Inc. personnel who have a corporate email address available to them through the Diocese of Venice in Florida, Inc.;
- Email is meant for informal correspondence and should not be used to create and store significant and/or official documents. If a record is needed, paper or digital copy must be filed and retained on Diocese of Venice in Florida, Inc. grounds;
- Employees may not retrieve, read, or exchange email messages that are not sent to them;
- Email activity is subject to subpoena. Users are cautioned to send email messages that are prudent, business-related and with understanding that the messages might be read and reviewed out of context and/or forwarded without the senders' permission;
- Email communications between adults and minors require that the parent(s) or legal guardian(s) must be openly copied on all digital communications;

Personal Websites Hosted and Maintained by Employees. Employees should exercise good personal judgment in their personal websites. No employee may maintain links on their personal website to a minor's website.

Diocese of Venice in Florida, Inc. employees are responsible for content they post to websites, including, but not limited to: Facebook, Twitter, Instagram, YouTube, Google+, Myspace, blogs, vlogs, podcasts, wikis, forums and other social Medias. Content includes posts and comments, but is not limited to such.

Employees are responsible for positive or negative interest they express regarding another's content. For instance, "liking" a Facebook post would suggest approval of the statement made in the post.

Proper Relationships and Online Communication. Diocese of Venice in Florida, Inc. employees must ensure that their use of online communication maintains a proper professional relationship especially with minors, and does not create or give the appearance of an inappropriate relationship.

Appropriate boundaries must be maintained between adults and minors at all times. Excessive familiarity of a purely social relationship between adults and minors is not appropriate. Being "friendly" and being "friends" with children are very different, and should not be confused by Diocese of Venice in Florida, Inc. employees. As such, employees should not communicate with minors through personal websites or accounts, but instead

should communicate through approved Diocese of Venice in Florida, Inc. websites, and/or Diocese of Venice in Florida, Inc. email systems.

Business Use of Social Media. If an employee is required to use social media as part of their job duties for the Diocese of Venice in Florida, Inc.'s communications or other business purposes, the Diocese of Venice in Florida, Inc. owns all social media accounts used on behalf of the Diocese of Venice in Florida, Inc. including all log-in information, passwords and content associated with each account. The Diocese of Venice in Florida, Inc. owns all such information and content regardless of who opens the account or uses it, and will retain all such information regardless of separation of any employee from employment with the Diocese of Venice in Florida, Inc.

If an employee's job duties require them to speak on behalf of the Diocese of Venice in Florida, Inc. in a social media environment, they must seek approval for such communication from the Supervisor, who may require them to receive training before hand and impose certain requirements and restrictions with regard to their activities.

Protect the Diocese of Venice in Florida, Inc.'s Goodwill and Business Reputation. An employee must use good judgment about what he/she posts and must be aware that anything they say can reflect on the Diocese of Venice in Florida, Inc., even if they include a disclaimer. An employee must always strive to be accurate in their communications about the Diocese of Venice in Florida, Inc. and remember that their statements have the potential to result in a liability to themselves or the Diocese of Venice in Florida, Inc. The Diocese of Venice in Florida, Inc. encourages professionalism and honesty in social media and other communications, consistent with applicable law.

Resources and Systems Covered By This Policy

This policy governs all IT resources and communications systems owned by or available at the Diocese of Venice in Florida, Inc., including when accessed using an employee's own resources, such as:

- E-mail systems and accounts
- Internet and intranet access
- Telephones and voicemail systems, including wired and mobile phones, smartphones and pagers
- Printers, photocopiers and scanners
- Fax machines, e-fax systems and modems
- All other associated computer, network and communications systems, hardware, peripherals and software, including network key fobs and other devices
- Closed-circuit television (CCTV) and all other physical security systems and devices, including access key cards and fobs

No Expectation of Privacy. All contents of the Diocese of Venice in Florida, Inc.'s IT resources and communications systems are the property of the Diocese of Venice in Florida, Inc... Therefore, employees should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind or form of information or communication transmitted to, received or printed from, or stored or recorded on the Diocese of Venice in Florida, Inc.'s electronic information and communications systems.

The Diocese of Venice in Florida, Inc. may also store copies of such data and communications for a period of time after they are created, and may delete such copies from time to time without notice.

Network Systems. The Diocese of Venice in Florida, Inc. maintains integrated computer and data communications networks to facilitate all aspects of its business. An employee may never sign on to any network equipment using the password or user name of another employee. No employees should access, attempt to access, alter, or delete any network document except in furtherance of authorized Diocese of Venice in Florida, Inc. business.

Downloading and Installing Software/Website Agreements. Downloading from the Internet are prime sources of viruses and other malicious software. Therefore, no one may download or install any software or shareware to their hard drive that is not expressly authorized or approved by the IT facilitator at the Diocese of Venice in Florida,

Inc... In addition, employees may not accept the terms or conditions of website agreements without first obtaining approval from the Supervisor or designee.

Proprietary Rights. Do not use the Diocese of Venice in Florida, Inc.'s name, brand names, logos, taglines, or other trademarks without written permission from the Diocese of Venice in Florida, Inc...

This policy prohibits use of the Diocese of Venice in Florida, Inc.'s IT resources and communications systems in any manner that would infringe or violate the proprietary rights of third parties. Electronic communications systems provide easy access to vast amounts of information, including material that is protected by copyright, trademark, patent and/or trade secret law. Do not knowingly use or distribute any such material downloaded from the Internet or received by email without the prior written permission of the Supervisor or the Human Resources Director for the diocese.