

St. Barnabas Catholic Parish

A people called to proclaim The Good News



Introduction

St. Barnabas Catholic Parish is engaging in website publication and social media content out of a desire to share the good news of the gospel, and to build community with fellow parishioners. We leverage communication channels like Facebook and Instagram, as well as Google Calendar, and YouTube. Many of us utilize these social media platforms to exchange information with family, friends, neighbors and colleagues.

This page summarizes our intent and our policy for use of the web and social media. All parishioners are encouraged to read this policy before engaging with our social media presence. It is the policy of St. Barnabas Digital Communications to comply with web and media related guidelines from:

the Diocese of Cleveland Policies & Procedures of the Office of Communications, the US Conference of Catholic Bishops "Social Media Guidelines", and the Vatican on "The Church and Internet."

Governance

The St. Barnabas website and social media channels are managed day-to-day by our Communications Office, under the authority of our Business Manager. This site & social media policy is the central governance document, laying out guidance for operations. Changes to the website and social media including content, graphic design, navigation structure, update schedules, social media channels, admin access, etc., can be made by the Communications Office without needing prior approval. However, the Communications personnel should consult with the Business Manager and/or Pastor before significant changes are made. Our Pastor retains the authority to mandate changes as needed, including in the extreme, removal of content and/or shutting down the website or media accounts.

Posting Ability

St. Barnabas Parish controls who can post content. In public media like the Facebook page, only registered Admins can post new topics, while others have permission to comment. St. Barnabas Parish encourages parishioners who want to engage in debate and exchanges to do so via more restricted and private channels, such as direct connections on Facebook that are not open for anonymous web users to read. St. Barnabas Parish monitors its social media presence regularly to ensure the content is used in accordance with the stated intent, and will revoke access if necessary.

Website vs Social Media

St. Barnabas Parish organizes its digital communications in two distinct sets of media. The website contains the more consistent information, such as an overview, clergy & staff, contact information, faith formation information, etc. This information, other than the front page of the website, will typically have a handful of changes applied per month, including, the latest bulletin, updated news and current developments. Information that changes much more frequently, including the event calendar, notifications of upcoming events, parish news and updates, and relevant media content (articles, interviews, videos) will be shared via social media.

What social media?

St. Barnabas Catholic Parish uses several specific social media in addition to the website: an organization page on Facebook, a Google Calendar, an Instagram Account, a YouTube Account.

St. Barnabas's Facebook page

The St. Barnabas Parish Family Facebook page is an "organization page". It contains news and notes posted by select Admins: Communications staff representing St. Barnabas. The page is visible to all Facebook users, and it allows users to comment on posts. It does not allow users to start a new post. The purpose of the page is to share life stories, Gospel readings and reflections, initiate conversations with parishioners, provide information on upcoming events, or links to relevant web articles, blogs, news stories, etc.

The page administrators will remove comments that (a) use unnecessarily offensive language, (b) apply ad hominem attacks, (c) lack basic charity and/or respect for the truth, (d) are off topic, (e) do not presume the goodwill of other posters, (f) advertise free services unrelated to the theme of the page or discussion, or (g) advertise anything for sale by someone other than the parish or an affiliated group.

St. Barnabas's Google Calendar

The St. Barnabas Google Calendar is intended to list all events and activities in the parish in a single, centralized location. The calendar is visible to all internet users.

Use of Email Addresses

All email addresses shared on our website will be in the barnabasohio.org domain. Functional addresses such as parishoffice@barnabasohio.org or marketing@barnabasohio.org are created to protect personal email privacy.

Use of Photos

We will share photos of parish events as follows:

- all photos must respect basic human dignity; a funny photo can be ok provided the subject's intent was to be funny;
- we will remove any photo by request from a parishioner appearing in the photo, or from their parent or legal guardian.

Privacy

St. Barnabas Parish is committed to respecting and protecting the personal privacy of our parishioners and those who visit our website. We hope our sites become your favorite web destinations.

St. Barnabas does not use cookies to track website visitors. We count website visits, but do not identify website visitors. We do not collect personally identifiable information from website visitors, with the exception of the voluntary Parish Registration Form. Personal information submitted via the Registration Form is automatically deposited into the parish database. It is not stored within the website or web-facing systems.

Feedback

Comments and feedback regarding our website, our social media presence, and our social media policy, can be submitted via e-mail to marketing@barnabasohio.org. Thank you.