



1 Introduction

Social Media is a popular way to share experiences of Lourdes and to maintain friendships made on Pilgrimage. However, the Catholic Association (CA) has a duty to protect the dignity of its members, both those who help and those who receive help.

2 Social Media

Social Media are websites and applications that enable users to create and share content or to participate in social networking. These include Facebook, Twitter, YouTube, tumblr, Flickr, Google+ and others.

All pilgrims must keep an appropriate distance online, just as they would in the offline world. Technology increases the potential for messages to be taken out of context, misinterpreted or forwarded to others. CA members must be aware that messages published in the public domain are there permanently for others to access, change and share. The key principles in digital and social media use are the same as in any professional interaction. CA members:

- should reflect the positive message of the CA Pilgrimage.
- must ensure they are not put in the position of having to deal with information or situations that they are not confident or comfortable to deal with.
- should not disclose information that is financial, operational and legal in nature, as well as any information that pertains to our APs or volunteers.

3 Photography

Pilgrims who wish to take photographs or make video recordings are not acting on behalf of the CA unless they have specific written approval from the Board of Trustees.

Pilgrims who wish to take photographs/make video recordings must comply with the CSAS guidelines:

DO:

- Ensure you have parental consent to use photographic images of a child or young person if it is to be used in the public domain e.g. parish noticeboard, websites, newsletters or papers;
- Where possible focus on the activity rather than the individual;
- Ensure that all featured in photographs are appropriately dressed;



- Be general in labelling photographs eg “Lourdes 2017” rather than naming or tagging each child. A list of names may always be provided separately.
- Obtain written approval from the CA Board of Trustees to take photographs on behalf of the CA. Such approval will require you to declare who will hold the recorded images, what they will be used for and where they will be displayed
- Ensure permission is gained from an individual or their responsible adult before ‘tagging’ their image online. Any hashtag relating to the CA must not damage its reputation
- Respect any Copyright. Images and content produced by others must be credited

DON'T:

- Publish or display photographs with the full name of a person or persons featured unless you have written consent to do so and have informed parents as to how the image will be used;
- Use an image for something other than which you have obtained permission e.g. publish in a Diocesan or local newspaper when initially intended for parish noticeboard
- Take photographs during Confession or Penitential services

4 Reputation

All images in the public domain which could be linked to the CA must uphold its reputation as a caring, responsible and sensitive organisation.

Inappropriate content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.