



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

Permission must be sought before photographing or videoing a particular individual, especially during religious services, remembering to take extra care with children and vulnerable adults. Taking photos of people during Confession is never acceptable.

Copyright must be respected. Images and content produced by others must be credited.

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.



The Catholic Association

Social Media and Photography

Chris Thorpe

Board Approved 07 April 2017

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.