

## St. Joseph Parish Facebook Page Staff Procedures

**Objective:** By adopting a Facebook page for St. Joseph Church, we aim to:

1. Increase attendance at events, programs, and services.
2. Increase traffic on our website, which serves as the hub of information about our parish, and which consistently and accurately represents our parish community to the wider community.
3. Connect parishioners who don't read the bulletin or regularly check the website with opportunities for prayer, faith formation, fellowship, spiritual renewal, and service.
4. To increase our online presence and accessibility to prospective families and families who have moved away.
5. Serve as a model to our parish community for social media usage by limiting our use to the guidelines and best practices outlined by the USCCB's Office of Communications.

### **Audience:**

1. Parishioners who use social media routinely
2. Parish young adults, ages 15+
3. Prospective families

### **Administrators**

1. Each pastoral team member and support staff member will be given administrative rights, and will be referred to as an "Administrator."
2. Administrators may only use their stjoe parish.com email account to login.
3. Administrators may not use their personal profile to update the St. Joseph Church Facebook Page.
4. Staff members with administrative privileges can be removed at anytime at the discretion of the Pastor.

### **Content Policy**

1. Only Administrators may post content on the St. Joseph Facebook Page.
2. Administrators should post items regularly to the Wall to update our readers (fans).
3. All posts should do one or more of the following:
  - a. Inform: update our readers about *parish-wide* events, news, programs, deadlines
  - b. Invite: encourage participation in our many ministries, liturgies, and programs
  - c. Evangelize: supply fans with positive messages, reflections, challenges, and invitations to participate in our faith community
  - d. Welcome: extend our unique brand of hospitality to new families by immediately immersing them in our community through regular communication
4. Only information pertaining to the parish-wide community should be posted unless special permission is granted by the Pastor. Posts to announce information to a specific group (i.e. a commission meeting is cancelled) are prohibited.
  - a. Special permission can be requested by emailing your post to the Pastor and copying the Director of Marketing and Communications.
5. Personal information should never be posted.
6. Pictures: posting pictures from a particular event is a great way to wrap-up an event and advertise its success. If you want to include photos from an event with a post, check the

attached list from the school before uploading them and do not include photos of students who are not permitted to appear in print or digital media.

### **Posting Frequency Policy**

1. No more than one new post should appear on the Facebook page per day, unless permission is granted by the Pastor or a special announcement is required by the Pastor.
  - a. Special permission can be requested by emailing the Pastor and copying the Director of Marketing and Communications.
2. Ideally, we do not want more than 5 posts per week to avoid saturating our audience. Administrators are encouraged to pay close attention to the number of posts on the page per week and use their discretion to determine if their post should be included, especially if there are already 5 posts on the page.
3. If the number of posts is less than 3 by Thursday of any week, administrators are encouraged to post content to buoy the page & retain fan interest.

### **Permissions and Settings**

1. All administrators are held to the standards set forth by the parish social media policy.
2. Any administrator who does not maintain those standards will be removed.
3. Administrative permissions will be managed by the Director of Marketing & Communications. Other administrators are not permitted to add additional administrators to the page.
4. Overall layout and content will be managed and monitored by the Director of Marketing & Communications.
5. Only the Pastor and the Director of Marketing and Communications are permitted to change the Facebook page settings.
6. Comments left by **unauthorized parties** on this Facebook page **do not reflect** the views of St. Joseph Church.

### **Outcomes**

1. Our “fans” will show their support for St. Joseph in their personal profiles
2. Users will receive regular updates that will:
  - a. Inform (St. Joe events, news, programs)
  - b. Invite (encouraging participation in our many ministries)
  - c. Evangelize (with positive messages, challenges, and invitations to participate in our faith community)
  - d. Welcome (new families by immediately immersing them our community through regular communication with them)

### **Evaluation**

1. Monthly log of number of users/fans & “likes”
2. Evaluate effectiveness in August 2011 before updating current strategy.

<http://www.facebook.com/pages/St-Joseph-Catholic-Church/199274440092961>