NORMS AND POLICIES OF INTERNET PRESENCE &
USE OF SOCIAL MEDIA AND OTHER FORMS OF ELECTRONIC COMMUNICATIONS

These norms and policies are intended to guide Jesuits as they seek to carry on in a robust but prudent fashion the Society's ministry of the word in the continually changing context captured by the terms "new media", "social networking" , and "digital world", among others.

These norms and policies are a companion to the Jesuit Conference document *Protocols for Publishing and Interacting with Media* (December 2006), which sought to apply the norms for publishing in Appendix I of the *Manual for Juridical Practice of the Society of Jesus* (1997) to the types of publishing made possible by innovations in communications technologies. The norms are more general statements that will need to be updated occasionally, whereas the policies are more specific to Jesuit governance and particular technologies and will need to be reviewed annually.

All Jesuits applied to, ascribed to, or living in a province of the United States Assistancy are, at a minimum, to follow the norms and policies in this document regarding their personal internet presence. Certain communities within the Assistancy, e.g. a novitiate, may have more specific or more restrictive policies. Jesuits who maintain an internet presence as a dimension of their mission or assignment should follow the norms and policies of their apostolate in their ministerial or professional internet activity.

Definitions
Internet presence refers to the combination of pictures, text, and videos that form the online reputation of an individual or organization. The channels of creating an internet presence, also known as "internet publishing" or "content creation" can be divided into several categories:

1. *Social networking* is an online service, platform, or site focused on connecting individual users based on any number of interests, activities, or involvements. A social network typically allows users to share text, messages, video, pictures and other personal data with a selected community of friends and acquaintances.
Examples of social networking services include Facebook, MySpace, Digg, Bebo, Orkut, Hi5, Friendster, and LinkedIn, among others.

2. A *Blog* is a website maintained by an individual or group of individuals with regular commentary, articles, description of events or audio/photo/video content.
Blogs are for the most part interactive, allowing readers to leave comments. For the purpose of this document, any site presenting such content, interactive or not, is considered a blog.

3. *Micro blogging* is a simplified form of blogging consisting of much shorter entries than what is typical for a blog. Micro blogging platforms include Twitter and Pownce, among others.

4. *Rich Content* services allow users to easily publish pictures, music, and video on the internet. Though many of these services share characteristics of social networking, blogging, and micro blogging platforms, their primary focus is the hosting and organization of such content. Flickr, YouTube, and Vimeo are popular examples of rich content services.

Norms of Internet Presence

1. Internet presence, the creation of audio, video, and written content for publication on the internet, is an appropriate means for engaging in the Society's ministry of the word. Jesuits who engage in such content creation are called to the same standards of accountability within the Society's governance as are Jesuits who engage in more traditional expressions of this ministry.

2. The internet content should be useful, according to the apostolic goal and mission proper to the Society of Jesus.

3. The content—audio, video, and written—should be better than average in its category and thus meet the legitimate expectations of those for whom it is intended.

4. Opinions expressed within internet content should not contradict the doctrine of faith and morals as proposed by the magisterium of the Church.

5. Content should contain nothing that could justifiably give offense to other persons, groups, nations, or institutions.

6. In judging whether content is in keeping with Norms 1-5, such content should be judged in context and in its entirety.

7. A Jesuit's Internet presence should be consistent with the following ethical guidelines:
a. A Jesuit should be aware of and comply with any protocols or guidelines established by the place or institution where he works and any professional organizations to which he belongs.
b. A Jesuit should be aware of and respect copyright and fair use laws; he should get permission from the copyright holder (e.g. the Jesuit Conference) before using logos or other copyrighted symbols of the Society.
c. Jesuits with professional licenses should be aware of and respect privacy and disclosure restrictions with respect to client or patient information.

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d. Jesuits should respect the privacy of their fellow Jesuits, as well as their colleagues at the institution where they work, students and staff at schools where they are employed, and parishioners and staff at parishes where they are assigned. Unless they have the permission of the person or persons being referred to, they should not use their names or photographs (or other likenesses) or refer to them in ways that make their identity readily apparent to a knowledgeable person even if a name is not used.
e. Jesuits should not provide confidential or proprietary information that belongs to the Society, or to any institution or place of work where they are employed or affiliated.
f. Any policies that one's province or ministry or workplace has adopted with respect to ethical conduct in ministry with minors and ethical pastoral conduct with adults apply to internet presence as well.

8. In addition, a Jesuit's internet presence should always be transparent in the following areas:
a. The Jesuit creator must identify himself and his current work affiliation; he should not as a general rule use screen names or pseudonyms.
b. All internet content must state plainly, either on the home page or in the content itself, that the proprietor and contributors do not speak for the Society of Jesus or for the Catholic Church.
c. Content that comments on the activities and opinions of those in leadership positions within the Catholic Church and the Society of Jesus must be respectful of those persons and the offices they hold, and must avoid placing them in embarrassing situations or conflictive positions relative to each other.
d. A Jesuit must remove any content immediately at the request of his local superior or the superior's delegate for internet content.
e. Jesuit content creators have a responsibility to collaborate with other Jesuits to improve the internet presence of the Society of Jesus through linking, "friending", following, and otherwise working with other Jesuit content creators.
f. Jesuits should be alert to any internet presence by colleagues that does not comply with these Norms and Policies, and respond appropriately.

Policies of Internet Presence

Policies related to Jesuit Governance:
1. A Jesuit with an internet presence must register his content with the appropriate office in his province.
2. A Jesuit involved in internet publishing must make his local superior aware of his internet presence and provide the superior with instructions on how to

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access that internet presence. A Jesuit who uses social networking services must allow his local superior to join his social network.

3. Local superiors of Jesuits who have an internet presence should be aware of the actual content or delegate another to fulfill that responsibility.

4. Provinces must ensure that local superiors or their delegates have the resources and ability to carry out their oversight role with respect to the internet presence of community members.

<u>Policies related to specific internet presence technologies:</u>

5. Internet presence that allows for synchronous communication (comments, bulletin boards, forums, etc.) must include a code of conduct for participants. A Jesuit responsible for such internet presence must ensure all content on the site meets the code of conduct.

6. Jesuits who use location-aware social networking services (services that reveal one's current or recent physical location) must ensure that such activity does not result in a safety risk for Jesuit communities or ministries.

<u>Policies related to Social Media and Other Electronic Communications</u>

7. Any policies that one's province, ministry or workplace has adopted with respect to ethical conduct in ministry with minors and ethical pastoral conduct with adults apply to social media and electronic communications as well.

8. Jesuits should not communicate with minors (other than relatives) using electronic media -- including email, instant messaging, texting, or social networking sites -- except as a part of their professional/ministerial responsibilities.

9. During any usage of social media or other electronic communications with minors, Jesuits are not

- to make comments that are, or could be construed by an observer to be, harsh, coercive, threatening, intimidating, shaming, derogatory, demeaning or humiliating.
- to engage in sexually oriented conversations or discussions about sexual activities unless these are part of a pastoral situation.
- to post sexually oriented or morally inappropriate pictures, photos or comments.
- to post photos of minors or details of ministry/program activities involving minors on any electronic media without the explicit, written permission of a parent or legal guardian.
- to engage in one-on-one video chatting or instant messaging.
- to have a one-on-one interaction in a chat room.
- to initiate or accept a "friend" request (or similar social media "connection") using a personal account.

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