Website Content — Policy No. 908

The content that circulates within digital environments shapes how people perceive the world and introduces into the collective consciousness images and narratives that direct our desires and influence our daily choices. This is "not a parallel or purely virtual world," [145] since what originates online now becomes a part of people's lives, especially of the youngest.

136. For this reason, those who control digital platforms and means of communication have a considerable ability to affect the collective imagination and to present a particular vision of reality as desirable. Such power should be constantly guided by the pursuit of truth and respect for human dignity, so that the culture fostered on the internet does not become an instrument of excessive distraction, homogenization or dominance, but rather a setting in which inner freedom and critical thought can mature. Magnifica Humanitas

Policy Statement:

A website is a major means of distributing information on current events, programs, and initiatives as well as a significant tool for formation.

The Archbishop or his delegate is responsible for the content of the archdiocesan website or archdiocesan initiative. The director, rector, or president, or their delegate, is responsible for the content of the website of any other archdiocesan institution (for example: Newman Theological College, St Joseph Seminary, Edmonton Catholic Cemeteries, Our Lady of Victory Camp). The pastor or his delegate is responsible for the content of their parish website(s).

The policy does not cover the websites owned by independent Catholic institutions (for example: Covenant Health, St Joseph's College, Knights of Columbus, Catholic Women's League, Catholic School Divisions).

Intent of Policy:

The intent of this policy is to specify accountability for the content of each website, and to ensure that the website is a source of responsible, accurate communication that respects individuals and supports the teachings of the Catholic Church.

Procedure:

a) Obtain leadership, pastor or supervisor written approval before establishing any new website.

b) Websites must use SSL (https) or equivalent data security.

c) At least two persons, including one or more employees, must have administrator access to each website and appropriate training to manage its content. Login credentials (username and password) must be documented and kept on file with the

appropriate authority in the office of the parish, department or institution that has primary responsibility for the site.

d) A website is only useful if it contains up-to-date and accurate information, which must be regularly reviewed by the appropriate subject matter owner. This is particularly important when posting Mass times. Any inaccuracies are to be corrected promptly.

e) Files should be posted as PDF or similar less changeable formats unless there is reason to make a file modifiable by others, such as a Word file.

f) Content must be legally obtained and sourced. Copyright is a matter of law, so items cannot be "just borrowed", stolen or copied. All and any content not created by the Archdiocese of Edmonton belongs to its original creator, so words, photographs and art can only be used when properly permitted by, licensed or purchased from its respective creator. The person using such words, photographs and art is legally and financially responsible for its use.

g) Consent is to be obtained before posting on the website a photograph or other personal information (e.g., first and last name, home phone number, and personal email address) of any person. (See Policy No. 907 Protection of Personal Information) For photos or videos of groups or from large/public events (where privacy would not be expected), permission is not necessary, but discretion must always be used.

h) Carefully consider including any links to external sites that may contain worthwhile information but are not specifically Catholic and so may also include information or references not in accord with Catholic teaching. If such outside links are listed, the site must also include the following wording:

"The Catholic Archdiocese of Edmonton/Parish of _____ does not necessarily endorse, and is not responsible for, the content of any external sites listed or linked on this website."

Refer to Policies:

No. 300 Computer and Electronic Communications Usage
No. 907 Protection of Personal Information
No. 909 Social Media