



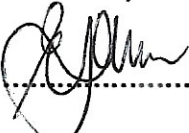
**COMMUNICATIONS POLICY
AND
PROCEDURES**

Document Control

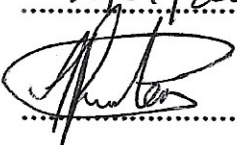
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Parish Priest	Father Mari Joe

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1.1 Purpose of Policy

This policy provides best practices in order to guide church staff, team members, and volunteers when various communication tools are used on behalf of All Saint's and St. Kevin's Catholic Church. This includes but is not limited to social media platforms, printed communications, e-mails, website, WhatsApp, media and press, and other forms of public communication.

All Saint's and St. Kevin's Catholic Church (the 'Church'), as a community of faith, aims to improve the quality and consistency of our internal and external communications as well as minimizing the risk to individuals and the Church.

1.2 Definitions

- i) Church Mission: The Church's mission reflects our motivating vision of:
To be a welcoming parish, living out our Faith in action through building a vibrant and inclusive community with passion, vigour and love for Christ.
- ii) Personnel: refers to the Clergy and Parish Secretary of the Church.
- iii) Administrators: refers to the person/s responsible for communications as follows:
 - Community Building PPC Coordinator
(overall responsibility for coordinating Parish Communication)
 - Parish Facebook administrator
 - Parish website administrator
 - Parish WhatsApp group administrator
 - Parish Newsletter administrator/author

1.2 Communications

- i) The purpose of church communications is to relay information about the Church to the church community and the broader community.
- ii) The Parish Secretary and Administrators have responsibility for editorial policies governing church communications, including ensuring that content supports our Church Mission; and protecting the privacy of individuals (see Privacy Policy).
- iii) Church communications may only be used to reflect events, activities and material which are relevant to our community of faith and aligns with our Church Mission and values. This excludes material that expresses editorial, personal or political messages as well as paid advertising.
- iv) All communications on behalf of the Church will be carried out by Secretary, Administrator, and Parish Pastoral Council (PPC) Chair or designate.

Event organisers are required to notify the Administrators at least 3 weeks prior to a scheduled event date (as approved by the PPC or PFC where relevant) or parish/ministry meeting date in order for the Administrators to adequately plan and implement an appropriate communication strategy.

The Community Building PPC Coordinator and Parish Fundraising committee will collaborate closely in the planning of all parish fundraising events to ensure that all communication aspects are considered early on.

The Clergy and PPC Chair will be notified in advance of any new parish newsletter or social media notifications before it is distributed to the broader parish.

- v) Any communications regarding unexpected events or serious incidents must be approved by the Personnel and the Leadership Team and follow Church Policies.
- vi) Church communications must not include any discriminatory language or statements including that which may be offensive or inflammatory due to the following: age, race, color, religion, sex, national origin, disability, gender identity, sexual identity and weight.

- vii) Upon request, accessible formats and communication supports shall be provided in a timely manner taking into account the person's accessibility needs, at a cost no more than what is regular, and in consultation with the person making the request to determine the suitability of what is provided. This extends to emergency procedures, educational and training resources, as well as the opportunity for an individual to provide feedback.

1.4 Social Media and Web Content

- i) The Administrators and Personnel are responsible for managing content and frequency of updates for web-based communication, social media, and monitoring commentary on social media sites.
- ii) The purpose of web based, and social media site content is to communicate current and upcoming events, news and commentary related to the activities of the Church and is reflective of our Church Mission and values, as well as communicating news and event linked to the broader Catholic church e.g. Archdiocese, Bishops Conference or Universal Church
- iii) Website and social media sites are to be open, transparent, and safe for all users and as such postings must never be used to establish or disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual it concerns. This includes, but is not limited to, personal and/or medical information.
- iv) Photos of individuals will be used on the Church's website and social media pages in terms of the Protection of Personal Information Act (POPIA) compliance policy in Chapter 2.
- v) Copyright and Fair Use Laws must be respected at all times.
- vi) If any posted material concerning the Church seems to be illegal (e.g. child or elder abuse, etc.) members will contact the Administrator or Personnel who will in turn contact the appropriate authorities as required.
- vii) Personnel of the Church are encouraged to remember that their online presence and posts can have the potential to affect the ministry of the Church. For this reason, it is imperative that online interactions are conducted

responsibly. Questions of clarification can be directed to the Administrator.

- viii) In the event of a crisis affecting the Church, contact Personnel or the Administrator prior to responding to any posting or comments relating to the crisis.
- ix) All of the Church's policies, including Child Protection, Harassment and Privacy, apply in the use of web-based communication and social media.
- x) The Church has one authorized website <https://allsaintstkevin.co.za/> to represent its ministries, events, and activities.

1.5 E-mail Communication

- i) E-mail communications are sent only to individuals who have requested e-mail communications and provided their e-mail address in compliance with the Church's Privacy Policy. There is an option for individuals to unsubscribe from group e-mails if they wish.
- ii) E-mail sent using the Church email address must include complete sender identification such as an identifying signature which includes name, title, phone, email address, church name, address and website.
- iii) Group emails for general parish distribution, such as the parish newsletter, must be sent using blind copy or distribution lists in order to protect unauthorized sharing of e-mail addresses.

1.6 Media Communication

- i) Press releases will be written by or coordinated by the Administrator, in consultation with the Personnel or Leadership Team as required.
- ii) The Administrator will coordinate print advertising, radio or television advertising.
- iii) Volunteers or members who are approached by media will direct all media calls to the Leadership Team Chair or designate or the Administrator who will then liaise with the Archdiocese regarding appropriate responses.
- iv) All media calls are to be reported to the Administrator for follow-up and archiving. The report is to include the reporter's name, media outlet and

telephone number, the anticipated publication date, and the subject of the story.

2. POPI ACT COMPLIANCE POLICY

All Saint's and St. Kevin's Catholic Parish (hereafter "the parish") has to comply to the Protection of Personal Information (POPI) Act that comes into effect on 01 July 2021.

Please take note of the following in this regard:

The parish needs to stay in contact with its parishioners and interested parties. With this comes the need to store information of our parishioners such as name, surname, date of birth, email address, postal address, mobile numbers, etc. as well as personal sacramental information (details of baptisms, weddings, confirmations, etc).

Such personal information will only be used for the explicit, specific and lawful rendering of the required service and its promotion. Contact details are used to send communications which include but are not limited to newsletters, information letters, donation appeals etc. Users are responsible for advising the parish of any change in personal information, so that these can be updated.

In line with requirements of POPIA, all personal information will be safeguarded and secured on an access controlled directory.

No information will ever be divulged or sold to third parties for the purposes of direct marketing.

The Parish uses the Google suite of applications for certain business processes such as data processing and storage. Our accounts are secured through strong password protection and antivirus solutions.

If the parish interacts with an individual via electronic mediums, the data the individual has chosen to share with the parish will be stored on its electronic systems unless the individual specifically requests deletion of confidential data (and if the parish is legally able to delete the data.)

The Parish has profiles on social media such as Facebook. These platforms track users, and the information as to what data they may keep can be found on each website's terms of use and/or privacy policies.

The parish has a website <https://allsaintstkevin.co.za/>. This platform's cookies may track a visitor's interactions with the site as part of its analytics system.

If a parishioner/visitor/user/subscriber has any concerns with regard to anything contained within this document or feel we are not compliant in terms to the Protection of Personal Information (POPI) Act of 2013 please contact the Church's Officer on brackenfell@adct.org.za in order for us to address your concerns personally.