



SCALABRINIANS

SAINT CHARLES BORROMEO PROVINCE

Guidelines on Communication and Use of Social Networks





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PRESENTATION

At the meeting of those responsible for communication held in Rome from June 21 to 23, 2022, the topic of the usefulness, importance and need for guidelines on communication, especially on communication on social networks, was addressed. It was decided that the different offices would send their comments to the central communications office, which would prepare a draft text.

A first summarized version of the text was sent to the communications offices before the end of 2022. The topic was then addressed in the periodic meetings of the Communications Council, at which several comments were made. In particular, the topic of authorizing the use of images and the protection of minors and vulnerable people was discussed. Specific contributions were made by the communications office of the Saint John Baptist Province and the Santa Francisca Cabrini Province, providing specific information, while at the same time obtaining a model of the guidelines used by another.

At the meeting on March 7, 2023, Father Graziano Battistella, Father Lorenzo Prencipe and Father Vincenzo Ronchi were asked to prepare a new draft to be shared with the various communications offices. The new draft text was first shared with communications offices for comment. At the Communications Council meeting on April 12, 2023, the text was considered satisfactory and the various offices were instructed to present it to the regional/provincial Assemblies, also with the purpose of obtaining possible comments or corrections. As there were no comments, the text of the Guidelines was shared with all brothers on May 8, 2023.

As no comments or corrections were received, the text was finally presented to the Congregation Council (CdC) from October 2nd to 6th, 2023, in which the Superior General gave his approval, as stated in the CoC summary: “The Superior General, with the favorable opinion of the Congregation Council, approves the Guidelines on Communication and the Use of Social Networks.

It is expected that these guidelines will be implemented in various moments and contexts in which we are involved in communication, with a view to a more professional approach to it, to better use the media in our ministry and to safeguard the rights and duties associated with this important aspect of life and mission.

P. Graziano Battistella, CS

General Secretary

INTRODUCTION

The ecclesial teaching profession has frequently reiterated the relevance of the media for encounters between people and, in particular, for evangelization and pastoral care. World Communications Day has been celebrated for over fifty years, the occasion for a message from the Holy Father on this topic. It is not possible to offer a synthesis of the Church's teachings on this matter, and therefore we refer to specific documents for an in-depth study on the importance of communication and how to communicate while respecting the truth, others and the service of the Gospel. The Code of Canon Law dedicates canon 666 to communication: "When using the means of communication, the necessary caution must be observed and anything that could harm one's vocation and endanger the chastity of a consecrated person must be observed."

Our Founder, Saint John Baptist Scalabrini, gave great importance to communication, founding a newspaper for his diocese, "L'Amico del Popolo", and a periodical for the Institute he founded, called "Congregazione dei Missionari di San Carlo per gli Italiani Emigrati nelle Americhe", later "L'emigrato Italiano" and then just "L'Emigrato", now absorbed by the magazine Scalabriniani.

Our Rules of Life make two references to the theme of communication: "To better carry out its service to migrants, the Congregation favors and promotes the use of social media, preparing staff for this task and collaborating with those who work for same ends" (RdV 28). "§ -1 The use of social media will be guided by a sense of personal and community responsibility, which safeguards the serenity of spirit and the seriousness of the environments in which we live. § 2 - In order to publish writings that deal with issues of religion or morals, according to canon 832, religious people need the license of the major Superior on whom they immediately depend" (RdV65). Over the more than 130 years of the Congregation's history, there have been many initiatives that missionaries have implemented in the field of communication, from newspapers to weekly and monthly periodicals, from popular

magazines to scientific, from radio stations to television programs, instruments of cultural interaction and evangelization.

The development of information technologies and the Internet has further increased the opportunities and use of communication. It has become very easy for everyone to take an active role in the world of social media and reach out to many people. However, these increased opportunities also present many risks and motivate these guidelines offered to all religious people and their collaborators. Leaving many aspects of a technical nature to those who work directly in the field, here are the essential guidelines that everyone should know and implement.

1. GENERAL PRINCIPLES

When using the media, religious people will act according to the following general principles:

1.1. Apostolicity as the main motivator puts communication at the service of the mission, conscious of representing the Congregation and the Church, and eager to provide service to migrants, refugees and seafarers, avoiding forms of narcissism.

1.2. Professionalism in the development of content, aware of its role and image, avoiding harm to the Church, the congregation, mission or reputation itself.

1.3. Respect for human dignity, avoiding behaviors, especially online, that disrespect oneself and others, that are offensive or degrading, and avoiding interaction with minors or vulnerable adults.

1.4. Truth in the proposed content, avoiding the dissemination of false or misleading information, using communication for evangelization and the mission and not for personal benefit, respecting the opinions of others and cultural diversity.

1.5. Charity in expressions and interactions, remembering the Holy Father's recommendation: "We must not be afraid to proclaim the truth, although it may be uncomfortable at times, but rather to proclaim it without charity, without heart" (2023).

1.6. Privacy when sharing information, avoiding sharing personal or confidential information without consent, especially in online communication, and interfering with privacy of others. In particular, everyone must respect the regulations data protection in accordance with the LGPD (General Data Protection Law) Data) that the Congregation adopted.

2. COMMUNICATION AT THE SERVICE OF THE MISSION

2.1. Communication training. It is widely recognized that communication is a powerful instrument at the service of the apostolate, It follows then that we must know how to use it. It is, therefore, necessary that some specialize in this area. Not everyone should become an expert in communication techniques, but everyone should know the fundamental elements. It is, therefore, essential that the basic elements relating to communication are acquired in the training curriculum.

2.2. Learn to count. We are all invited to communicate more and better, especially we are invited to make known the good that is done in the various missions of the Congregation. There is a lack of narration between us and this does not help to publicize the work done with migrants, does not favor vocational animation and does not facilitate the work of those who are involved in the communication centers and produce the instruments that make the image of the Congregation public.

2.3. Know the available information. Everyone is encouraged to visit websites with information of general relevance, in particular the websites of the General Directorate, the respective regions and provinces, study centers and similar institutions and to make use of them in their own ministry.

2.4. Value new opportunities. As with the written press and later radio and television, the Church encourages the use of the Internet and social media for pastoral purposes. We are all aware of the usefulness of these means to maintain and even expand contact with the faithful during the pandemic. Even within our Congregation, many meetings and activities could only be organized thanks to the Internet. Therefore, we are invited to know how to make the most of the tools that technology offers us to improve both communication between us and opportunities for apostolate with migrants. At the same time, when it is not necessary, we are invited to use these instruments as a complement and not as a substitute for personal meetings.

2.5. Facilitate interconnection. There is a variety of Scalabrinian presence on the Internet and social media. These are, firstly, websites and then pages on Facebook and Instagram, channels on YouTube and institutional accounts on Twitter. To increase the effectiveness of these instruments, it is recommended to facilitate interconnections with the General Directorate and between regions/provinces, between institutions in the same sector (e.g. migrant houses, study centers, etc.) and between pastoral presences within a region or province. The Offices of Regional/Provincial Communication will compile a list of institutional sites/pages/accounts with the aim of creating a general digital catalog that will serve as a basis to promote interconnection and an effective presence of social media.

2.6. Take advantage of the input of experts. If we are encouraged to take advantage of the opportunities offered by the Internet and social media, we are also called to intervene with professionalism and competence. If professionalism and competence are lacking, our interventions risk becoming ineffective or even generate a reaction opposite to what we intended. Therefore, in pastoral initiatives it is preferable to resort to knowledge of experts and prevent the product we want to share is insufficiently presentable.

3. PRECAUTIONS WHEN USING COMPUTERS AND CELL PHONES

Almost everyone has been using computers and cell phones for many years and we can assume that most people are sufficiently familiar with these media. The following indications serve as a reminder of what should already be known.

3.1. Security. The computer or cell phone is protected by a sufficiently strong password (at least 8 characters, including upper and lower case letters, numbers and symbols). The password must be changed frequently. If you use many passwords, It is useful to print them in a document that you keep separately. If save them in a digital document, be careful to protect that document with another password. Do not store passwords linked to “restricted areas” or “webmail” on public electronic devices in any browser (Explorer, Chrome, Mozilla, etc.).

3.2. Software. Legally acquired software is used, thus avoiding the many risks that come with software obtained through pirated websites. Before installing free software, be careful with the consequences, because generally no one offers something in exchange for nothing.

3.3. Protection. Ensure that electronic devices have antivirus and antimalware software installed, working and regularly updated. The Windows operating system already has antivirus software. However, antivirus protection requires avoiding risky behaviors, such as visiting websites to download materials without authorization.

3.4. Fraudulent emails. Avoid opening email attachments with strange and unlikely addresses or sometimes even with seemingly legitimate addresses, perhaps from siblings whose addresses have been cloned and who make offers that are too flattering to be credible. Never respond, without personal verification, to emails requesting information regarding bank accounts, credit cards, requests for assistance financial or personal data.

3.5. Last will and death. When a Scalabrinian religious dies, the religious's computer, notebook, cell phone must be handed over to the regional/provincial superior, who will preserve everything that may be useful and then reformat the devices.

4. CODE OF CONDUCT IN USE SOCIAL MEDIA

4.1. Property. A website, or social media page and account of an institution/office/parish/mission belongs to the region/province, parish or mission. Access must be available to responsible for ensuring the smooth running of the activity.

4.2. Surveillance. If competent superiors consider content published by a Scalabrinian to be inappropriate, embarrassing or harmful, should be prepared to delete or cancel the publication.

4.3. Identify yourself correctly. Each Scalabrinian is encouraged to profess his identity as a religious belonging to the Congregation founded by Saint John Baptist Scalabrini. However, its presence in the universe of social media and the Internet must be prudent and cautious. In particular, terms such as “Scalabrini”, “scalabrinians”, “humilitas” and similar should be reserved only for institutional domains or electronic mail addresses. These terms on personal domains, accounts or email addresses should therefore be avoided. The same applies to pages Facebook, Instagram and Twitter accounts or YouTube channels.

4.4. Declaration of Personal Responsibility - Religious people and their collaborators, especially those who are highly visible in the community and/or publish material related to Scalabrinian work/ministry on their personal websites, must include a disclaimer.

For example: “The opinions expressed in this post are my own and do not necessarily reflect the opinions of Scalabrinians.”

4.5. Publish what edifies. There are many activities in which missionaries are involved. Although all activities of a pastoral nature have relevance for the community in which the apostolate is exercised, not all of them have value or relevance to the Internet universe. However, it is appropriate to be careful to ensure that what is published, in the various forms that the media allow, is of real use to others.

4.6. Avoid shortcuts. The Internet and its derivatives have placed at our fingertips a vast world of knowledge, extremely useful for personal formation and preparation in apostolic work.

It is important to know how to use these possibilities, but also It is important to know your limits and dangers. Among these dangers is that of simply copying pre-packaged products available on the Internet, such as homilies and various reflections, avoiding the effort of personal preparation.

4.7. Prudence in contacts. The world of social media allows us to be in contact with people who also live at great distances, both physical and cultural. While this can be an asset, there is no doubt that it can also bring dangers, including connecting with people who might take advantage of us, get involved in inappropriate circles, or get lost in communications that have little relevance to our mission. Anonymity, in the virtual world, is an illusion and is It takes little to ruin a lot.

4.8. Be careful with the content. Social networks facilitate the exchange of messages, images, videos and other information. It is necessary to be cautious with what is shared, not just avoiding disclosing what is not in accordance with religious life, but also avoiding projecting an erroneous image, for example, publishing videos and images of trips made or exotic places visited, which give the impression of missionaries dedicated to tourism instead of the apostolate.

4.9. Games. Participation in online games with minors and vulnerable adults should be avoided: such participation, if justified in the demand

of greater closeness to the person, often leads to a decrease in respect and consideration for the Scalabrinian as religious and/or priest.

4.10. Dependencies on social networks. The infinite opportunities for contact and entertainment that social networks offer can lead to addiction, with excessive time spent in front of the computer or cell phone, to the detriment of personal communication and meetings with other people.

4.11. Impoverishment of community life. It can happen that social media becomes an escape from community time. They escape community dialogue and take refuge in virtual communication. Care must therefore be taken to ensure that in each community there are common moments in which one does not escape even by being absent. From home or by being in front of the Internet, which is another way of being out of home.

5. COMPLIANCE WITH COPYRIGHT LAW

When producing texts, images, videos, music and others, respect for property rights (copyright) is mandatory. Therefore, do not use texts, images, videos, music and other things without obtaining authorization and citing the source. This applies not only to social media initiatives, but also to printed material for pastoral use, such as sheets for liturgical celebrations or hymn books. Therefore, it is inadvisable to undertake these initiatives without having obtained the necessary authorizations.

Remember that the text of the Bible is also subject to copyright, in the sense that it is taken from a particular edition of the Bible. If these initiatives are undertaken, one must first agree with the local diocese on how to act. In particular, if a liturgical celebration is broadcast online that contains the performance of songs subject to copyright, it is important to have obtained authorization first.

6. INDICATIONS ABOUT PHOTOS AND VIDEOS (SEE ATTACHMENTS)

6.1. When asked to share photos for printing in Scalabrinian publications, be careful to send quality photos with a sufficient level of definition. Therefore, avoid sending photos via WhatsApp or Facebook, which reduce the definition.

6.2. During public events, before taking photographs or videos that you intend to disseminate later, you must at least implicitly obtain the consent of the participants for the use of the images, either through collective notice or through public notification.

6.3. When the photo or video refers to an individual person, written consent must be obtained in advance. When obtaining consent to use images, make sure you get it for all Scalabrinian publications and social networks.

6.4. Before publishing a photo or video on social media, be careful about the consequences that could result, for example, in damage to the reputation of the people involved. Do not publish photographs of people in a vulnerable situation or linked to legal proceedings, for example, people with solicitation cases political refuge or victims of human trafficking.

6.5. Always indicate the origin of the photography and video and, if specified, the photographer. When necessary, obtain license from the authors or owners who hold the rights. In the case of videos, this too applies to excerpts or images contained in the video.

6.6. In the case of photographs or videos of minors (people under 18 years of age), take into account the instructions given in the document Guidelines of the Scalabrinian Congregation for the Protection of Minors and Vulnerable Persons and observe the following points:

- Written consent from parents/guardians/caregivers (children/young people of appropriate age) must be obtained before take photos or videos. If images are shown on a website, it is preferable to use a pseudonym. Don't link people to a specific address.

- Photographs or video footage should only be taken by an authorized person who has a legitimate reason related to the child or the organization.
- Images should not be taken of children that show them engaging in what are normally considered private activities, such as going to the bathroom or changing clothes, or that show parts of the body that are not normally visible in public. Children must be fully dressed. Images involving groups must be related to the activity in question and not to the individual child.
- A photograph or video must not allow an unauthorized person to identify a child or their whereabouts. If necessary, eyes should be shielded or faces blurred. Children in vulnerable circumstances, for example those in foster care, should not be photographed unless there is clear consent from their guardian/guardian.

CONCLUSION

All Scalabrinians (including seminarians) are informed and aware of the Guidelines of the Scalabrinian Congregation for the Protection of Minors and Vulnerable Persons.

These guidelines, which constitute the Congregation's policy for the use of social media, will be approved by the Council of the Congregation.

ANNEX 1 - AUTHORIZATION TO USE PHOTOGRAPHS OR VIDEOS OF PERSONS OVER 18 YEARS OF AGE

I hereby authorize the Congregation of Missionaries of Saint Charles to use my image in any and all of its publications, including social media, without payment or other retribution.

I understand and accept that these materials will become the property of the Congregation and will not be returned.

I irrevocably authorize the Congregation to modify, alter, copy, display, publish or distribute this photo or video for purposes of advertising the Congregation's programs or for any other legitimate purpose.

Furthermore, I waive the right to inspect or approve the finished product, including the written or electronic copy, on which my image appears. Furthermore, I waive any right to royalties or other compensation arising from or related to the use of the photograph or video.

I indemnify and forever hold harmless the Congregation from all claims, demands and causes of action that I, my heirs, representatives, executors, administrators or any other person acting on my behalf or on behalf of my assets, have or may have by virtue of this authorization.

I am __ __ years old and able to make contracts in my own name. I have read this disclaimer before signing and fully understand its content, meaning and impact.

Name in capital letters

Date and signature



Scan the QR Code on the side and access the document ready for printing.

ANNEX 2: AUTHORIZATION TO USE PHOTOGRAPHY OR FILM OF A PERSON UNDER 18 YEARS OF AGE

I authorize the Congregation of Missionaries of Saint Charles to use the image of _____ in a photograph or video in all its publications, including social media, without payment or other retribution.

I understand and accept that these materials will become the property of the Congregation and will not be returned.

I irrevocably authorize the Congregation to modify, alter, copy, display, publish or distribute this photo or video for purposes of advertising the Congregation's programs or for any other legitimate purpose.

Furthermore, I waive the right to inspect or approve the finished product, including the written or electronic copy, in which this image appears. Likewise, I waive any right to royalties or other compensation arising from or related to the use of the photograph or film.

I indemnify and forever hold harmless the Congregation from all claims, demands and causes of action that I, my heirs, representatives, executors, administrators or any other person acting on my behalf or on behalf of my assets, have or may have by virtue of this authorization.

I am _____ and on behalf of _____ I accept the conditions set out above in this contract. I have read this disclaimer before signing and fully understand its content, meaning and impact.

Name in capital letters

Date and signature



Scan the QR Code on the side and access the document ready for printing.

END

