

UKRAINIAN CATHOLIC CHURCH IN AUSTRALIA, NEW ZEALAND AND OCEANIA

Social Media Policy 2026



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SOCIAL MEDIA POLICY

“How precious is your unfailing love, O God!

All humanity finds shelter in the shadow of your wings.”

Psalm 36:7-8

FOREWORD

Social media usually refers to a website, mobile application or technology that allows users to share and communicate information/content online – either privately or publicly. This includes social networking sites such as ‘Facebook’ ‘X’ and ‘TikTok’, photo-sharing sites such as ‘Instagram and Snapchat’ and video sharing sites, such as YouTube’ and TikTok.

The internet, and especially social media, have become essential communication and marketing tools. They can be a great way for an organisation to promote its cause and to communicate with its community.

However, there are risks involved with social media use, especially because of the speed with which information travels on the internet, its global reach, and the lack of control that an organisation has once something goes online.

Clergy, volunteers and employees of The Ukrainian Catholic Eparchy in Australia, New Zealand and Oceania access social media for various purposes, including information and photo sharing, liturgy videoing, promoting events and online meetings.

Social media can be useful in extending the sense of community, sharing faith and engaging parishioners.

DOCUMENT INFORMATION

NAME OF POLICY	Social Media Policy
DESCRIPTION	It is a crucial guide for maintaining a positive reputation, supporting responsible communication, and mitigating risks associated with online activities
POLICY SCOPE (applies to)	Clergy, employees and volunteers of the Eparchy including Parishes and St Catherine’s Early Childhood Education Centre
POLICY STATUS	New Policy
POLICY CATEGORY	8
POLICY SUB- CATEGORY	8.1 & 8.2
APPROVAL AUTHORITY	Eparch Ukrainian Catholic Church in Australia, New Zealand & Oceania
GOVERNING AUTHORITY	Eparchial Finance Council; & Eparchial Safeguarding Committee
RESPONSIBLE OFFICER	Vicar General & Chair Eparchial Safeguarding Committee
APPROVAL DATE	20 th April 2026
DATE OF POLICY REVIEW	12 monthly



Ukrainian Catholic Church Representation on Social Media

1. Scope

- This policy applies to both personal and/or Church-owned social media accounts.
- Church personnel need to have reinforced that they represent the Church, even on personal accounts and must abide by the Eparchy's Code of Conduct.

2. Conduct

- Eparchial/Parish employees and volunteers must not engage in online social media on behalf of the Church, unless they have been explicitly authorised by the Eparchy. Currently permission exists only for a small number of authorised personnel.
- Clear distinction must be maintained between personal and 'Church' communication in the social media environment.
- The platforms used by the Eparchy and parishes are not for personal use.
- Defamation, harassment, discrimination and other forms of inappropriate online behaviour will not be tolerated and may be subject to disciplinary action.
- Parishes will not knowingly post incorrect or misleading information about their own work, the work of other organisations or individuals.

2. Confidentiality and Privacy

- Sharing Church data or other communications is prohibited without authorisation.
- There must be compliance with Privacy and other relevant legislation. Refer to Eparchial Privacy and Data Collection Policy.

3. Monitoring

- Occurs through the Bishop's Chancery and includes the Eparchial WEB Master.

4. Contact

- Parishioners who have concerns or prefer not to be photographed for Eparchial/Parish social media, need to contact the Bishop's Chancery, Parish Priest/ Administrator or the Chair of the Safeguarding Committee.

NOTES:

- Our Church public events/activities are not extensive, being largely limited to Sunday liturgies, feast day activities and language classes at some parishes, attended by parishioners and friends of parishioners and families
- Respect for human dignity should always guide these activities. Any recording of various liturgical services for online use, will endeavour to limit close visibility of individuals
- Anyone entering parish grounds for events/activities, acknowledge, accept and give implied consent that photos or videos may be taken for the purpose of promoting parish life. These materials may be used on official parish and Eparchial websites, bulletins and social media platforms
- It is not illegal for others (not parish personnel) to take photographs or videos on parish grounds. Once a photo or video has been shared online (beyond the parish site) the way in which it is used by others cannot be controlled.

