Web and Social Media Policy

Community, Worship, Culture

Cathedral Isle of Man, a partnership of:

Adopted by √

- St German's Cathedral *

  √

- The Cathedral Quarter Trust (CQT)

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- St German's Cathedral Foundation for Music and the Arts (FMA)

* St German's Cathedral is legally a sub-Committee of the PCC of the Parish of the West Coast. It is hoped that under new governance arrangements a new 'Cathedral Chapter' will become the legal authority governing St German's Cathedral.

Date Last Reviewed: February 2020

Frequency of Review Recommended: Annually

Aims & Objectives

The primary aim for all digital media used by Cathedral Isle of Man is the raise awareness of who we are, what we do and what we can offer to the Isle of Man. But more than anything to help define us as the Island's Cathedral through use of digital media in a way, and of a standard expected of a modern Cathedral.

Through Web and Social Media the Cathedral aims to:
- Reach a wider audience than its base demographic
- Provide relevant and informative messages
- Encourage those within the immediate and wider community to have conversations with us and talk about us to others
- Increase our community's knowledge of what we offer and what is going on; both every day and special events
- Increase awareness of CIoM on other social media platforms
- Increase traffic to CIoM website

We will do this by:
- Building relationships with online communities
- Seeking out opportunities with new and emerging social platforms
- Posting at regular intervals to maintain a presence
- Improving the amount and quality of photographic and video content
- Using CIoM Branding wherever reasonably possible so that anything we produce is instantly recognisable as being from us.

CIoM Social Networks
    Facebook
CIoM
- St German's Cathedral Choir, Isle of Man (Why not CIoM Music? That's basically what this account is at present)
- (Question – do any personal accounts serve a dual purpose? Peter? Where is the line between accounts governed by CIoM policy and Private accounts?)
    Twitter
        - @CathedralIOM
    Tumblr
        - Island Evensong

•No staff member should have anyone who is under the age of 18 or still at school, who lives on the Isle of Man, as a friend on their personal Facebook page

•Any page or feed associated with the Cathedral should have a minimum of two admin users - this prevents users from knowing exactly who they are speaking to, reducing personal conversations from happening.

•Any page or feed associated with the Cathedral should ensure that the correct permission has been granted before any photographs in which

individuals can be identified are posted - this is particularly important for those who are under the age of 18 as parental consent is needed in these cases.

•Any post, on any site, about the Cathedral, on a Cathedral page, or by a Cathedral staff member on their personal page, should be done in a positive light.

Social Media User Guide

Blogging
Writing a Blog Post:
Tone:
- Remember it's a two-way conversation – people should feel comfortable reading it and want to chat back
- Don't be afraid to bring out your own personality – it's that that makes it personal
- Be concise and keep it light (kind of like an extended tweet)
- It should be quickly informative and friendly

Content:
- Identify stories
- Use people who engage with us

Conciseness
- Short sentences
- Blog title should sum up everything and can be transferred to Twitter/Facebook
- Break the text up – draw people's attention to specific information or image

Facebook
- Ask questions, send messages to our community, ask them to share content/links
- Keep it up to date, eg. With comments, videos, pictures etc
- Find and link to other relevant pages
- Use it to promote events, appeals, add news, drive traffic
- Promote it on other promotional materials, eg. Email newsletters(?)
- Some tips for updating your status:
  o Speak to people like they are your friends not customers
  o Give people something interesting to look at, like videos and audio
  o Don't update your status too often. People may get sick and delete you. One status every one or two days is widely accepted as being fine – but make sure you have something interesting to say.

Twitter
When you write a tweet it will be seen by all of your followers. But if one of your followers re-tweets the message, it is then seen by all of their followers. In a short space of time your original tweet could have travelled all over the world and been seen by thousands.

Tips:
- Since re-tweets insert the sender's Twitter name at the beginning, don't use all 140 characters
- Use hashtags when talking about something specific, for example #islandevensong. You may then use apps such as www.tweetreach.com to see how far the tweet has travelled – that is how many retweets and how many people have seen it.
- If you're inserting URLs you can use a website such as http://bit.ly/ to shorten them. This will also allow you to track how many people have clicked on the link.
- Make sure you follow anyone who follows you, any high profile figures or institutions that are relevant.

Youtube:
YouTube stats...
- 24 hours of video is uploaded to YouTube every minute
- 2 billion video views each day
- More than 4 billion photos
- 200+ million users
- 7 million user IDs

Make sure the content you upload is of good quality.
Share your videos on your blogs and on Facebook/Twitter.

Across all platforms remember to:
- Always spellcheck before posting a message/blog/tweet
- Be conversational with the aim of creating a conversation rather than just broadcasting a message
- Remember that the main CIoM FB & Twitter accounts needs to cover every area of the Cathedral's programme, they can't be restricted to just services, or just music.
- In addition all posts should be coordinated between individuals to prevent audience overload.

Website:
If the home page contains news stories that are over a month old then they need to be replaced with something more recent and newsworthy. It is unprofessional for CIoM's home page to include news stories that are eight months old as in the case of "Jack Oades has arrived". This article was posted on 16th September 2015 and as of writing 28th April 2016 was still present as a news story on the homepage; due to a lack of more recent news it may be inferred that the Cathedral is not active, that nothing has happened or that we simply don't care about our public face online.

Use of Images and Video
Posts on digital services may be categorized into two sets; reporting on events that are ongoing or have happened recently and posts relating to or promoting upcoming events. It is worth noting that images or video may be used differently depending on which category the subject falls into (obviously with some creative license to make the most of what media you have).

If you are reporting on an event that is currently happened or has just occurred any image or footage captured may be used, be it captured by a professional photographer or on a camera phone. Ideally the images should capture a sense of the event and the feelings of those taking part. Images should be as clear and sharp as possible, and be large enough to be viewed on a computer screen. Remember that we are aiming to present CIoM as a professional organization, therefore if images or footage are of questionable quality sometimes it may be better to abstain from posting such media.

When promoting or discussing upcoming events any attached media should be of the best quality available, preferably of professional standard. If presented with an advert for an upcoming event which features a pixelated image that perhaps bears little resemblance to what is upcoming, or perhaps yet another generic image of a lit candle, would you be interested? Would this event seem different or special? Would the image grab you, excite you and have you writing the date in your diary?

If in any doubt about how big your images need to be, there are a variety of Social Media Cheat Sheets available on line, for example:
https://hireinfluence.com/blog/all/social-media-image-size-guidelines/

Images must always be presented in their original aspect ratios, that is to say never stretched disproportionately in either width or height. If the image or logo you wish to use is pixelated or noisy (using images taken from an email or Word file are often prime culprits), don't just make do but try to obtain the original – either from the in house file store, or by searching online (did you know you can search google using an image as the search reference?).

Image Sources – There are a huge number of sources of images online, from stock photo websites such as http://www.istockphoto.com to image sharing sites like www.flickr.com.

www.flickr.com operate in partnership with Creative Commons, a non-profit that offers an alternative to full copyright. Images uploaded to the site may be set as a number of different categories, from full protection over copyrighted images, to images that may be used as long as they're not for profit or credited, images that can be used but must not be altered, or images you can do absolutely anything with. Flickr is searchable and can provide you with a huge number of free images.

If you're interested a brief description of the different categorizations follows:

Attribution means:
You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

Noncommercial means:
You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.

No Derivative Works means:
You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

Share A like means:
You allow others to distribute derivative works only under a license identical to the license that governs your work.

Public Domain Dedication (CC0) means:
You, the copyright holder, waive your interest in your work and place the work as completely as possible in the public domain so others may freely exploit and use the work without restriction under copyright or database law.

Public Domain Work means:
Works, or aspects of copyrighted works, which copyright law does not protect. Typically, works become part of the public domain because their term of protection under copyright law expired, the owner failed to follow certain required formalities, or the works are not eligible for copyright protection.

Use of Poster Templates
It is hoped that very soon we shall have poster templates using the CIoM branding which may be used for all events. This will mean that when somebody sees either an actual poster for an event, no matter how small; or when they see an online advert they'll know instantly that it is for CIoM.