

Social Media/Branding Guidelines for Transfiguration Catholic Church

Content Consistency: All social media content should consistently represent the views and teachings of the Catholic Church.

Notification Requirement: Notify communications@archatl.com or media@transfiguration.com before setting up any social media accounts to be added to a directory and facilitate information sharing.

Approval Process: Seek approval from the department head, pastor, or principal before establishing a new site, page, group, or account.

Logo and Images: Ensure that social media accounts contain the official Transfiguration logo or approved images used for the church.

Administrative Access: At least two adult employees (parish, school, mission staff) should have full administrative access to every social media account, with one being the Communications Coordinator person. Minors should not have administrative privileges.

Privacy Concerns: Official sites should not contain personal views, photos, or personal information of the administrator and/or staff. Administrators should maintain separate accounts for personal and professional use, with personal information not advertised or accessible to young people.

Use of Minors' Information: Obtain written permission before posting photographs or other identifying information of minors/young people on websites and social media. Use only the individual's first name in the caption.

Single Presence: Have only one presence in each social media platform to present one church online, spotlighting various ministries. All ministries should manage content well and maintain brand consistency.

Hashtag Usage: Use the hashtag #archatl on every message/media posted to allow easy sharing and discussion across the archdiocese.

Security Measures: In case of a hacked social media account, contact the respective platform for necessary steps and change all admin credentials immediately. Consider temporarily disabling the site or page until the issue is resolved to prevent confusion for visitors.

Legal Compliance: By acknowledging copyright laws and obtaining permission for the use of copyrighted materials, the church ensures legal compliance and avoids potential legal issues or penalties associated with copyright infringement.

Protecting Intellectual Property: It's important to protect the intellectual property of the church, including its logo and other graphic materials. Including the Transfiguration Logo in graphic design helps maintain the integrity and identity of the church's brand.

Consistency and Branding: Including the Transfiguration Logo in all graphic designs helps maintain consistency and reinforces the church's branding efforts. Consistent use of the logo across various materials enhances recognition and strengthens the church's identity among parishioners and the community.

Professionalism: Using the Transfiguration Logo in graphic designs adds a level of professionalism to the church's communications and materials. It demonstrates attention to detail and a commitment to quality in representing the church's message and mission.

Promotion and Visibility: Including the Transfiguration Logo in graphic designs helps promote the church and increase its visibility both within the parish community and to external audiences. It serves as a visual representation of the church's presence and activities.