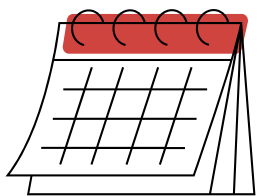




## Best Practices

Specific guidelines for the use of social media can be found in our *Standards of Conduct for Ministry* located at [dioceseofcleveland.org/childprotection](http://dioceseofcleveland.org/childprotection), Section K (pages 10-13). Below are *Best Practices* that are meant to supplement the *Standards*.



While a spontaneous post are needed and completely acceptable, create a plan for posting. All major social media platforms allow for schedulings of posts.



Why reinvent the wheel when someone else has already created a great post? Share it and add your own text. Sharing relevant posts can help others also find their way to your account as well. But be aware...you don't have to share/retweet everything you see.



**Pictures, image and videos drive most social media posts. Many of today's smartphones take great pictures/videos. Also, be aware of orietation (horizontal is some times better). Regarding the number of images... less is sometimes more...look to tell a story rather than play by play images.**



**When your organization has multiple accounts (i.e. parish, school, PTU), tag and share each other's posts when relevant.**

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