

Tips on using social media

These tips assume that you have a Facebook account. If you don't feel comfortable using social media, please nominate someone who can represent your Parish on Facebook by uploading photos and updates to let everyone know what your community is doing in advance of the Mission weekend and during it.

Facebook

Facebook is a fantastic opportunity to share what we are doing with our wider communities – and during the Pathways Mission weekend, Facebook (rather than the Newcastle Diocese website) is where we will be directing people to get the latest news, updates and photos. Facebook is also a great way for everyone involved in the mission to support, encourage and inspire one another.

We would like everyone to:

1. Ahead of Pathways Mission, write an update (or more than one!) on your page, perhaps with a photo, to let everyone know how preparations are going. Perhaps you've got a tip to share or a funny anecdote or observation – the more people can share, the more everyone will get out of the Facebook page. Be sure to add “#PathwaysMission’ as this allows people who are not followers of you on Facebook to see your post.
2. During our Pathways Mission, please upload photos of your events to the page, with a short description of where the photo is taken, and what's going on. It would be great if you could do this for the majority of your events. Again, be sure to ‘#PathwaysMission’
3. After the Pathways Mission, please share your highlights with everyone – it will be very useful for us all to compare experiences

Children – guidance on photos of under 16s

Please do not post photographs of any children under 16 without parental consent. You can be creative in how you photograph children, for example, if they are doing a craft, you could take a photograph of their hands but not their faces. If they are doing a sporty activity, you could take a photograph of them without their faces showing. The important thing is that the parent or guardian should give you permission for you to post the photo on Facebook.

Some additional guidance on photography of children from The NSPCC:

- do not use children's names in photograph captions. If a child is named, avoid using the photograph.
- do not include any information about the child's interests or hobbies (these could be used for grooming purposes)
- use a parental permission form to obtain consent for a child to be photographed and videoed

- also obtain the child's permission to use their image
- only use images of children in suitable clothing to reduce the risk of inappropriate use. Some activities, for example swimming and drama, present a much greater risk of potential misuse.
- do not allow photographers unsupervised access to children

Caution on content

The Facebook page and Twitter are both public, and are followed by senior church leaders, as well as local journalists. Whilst we encourage you to be authentic when posting updates, we would remind you that anything you say is publicly visible – and permanent! If you have any complaints about the diocese, or individuals, please go through the usual, private channels to raise this. Equally, we would ask you to refrain from posting any controversial opinions, or anything negative about local communities or organisations.

Twitter

If you use Twitter, please ensure you follow @NcdDiocese

Before the Pathways Mission, please tweet us to share your excitement and news of your preparations to help us to create lots of buzz ahead of the mission.

During the event, please tweet us to share photos and updates on what you're doing. #PathwaysMission

After the event, please tweet us to share your highlights



PATHWAYS