

## **On Communication and Media at St Michael's, Beaulieu sur Mer.**

### **General**

*Show yourself in all respects to be a model of good works, and in your teaching show integrity, dignity, and sound speech that cannot be condemned, so that an opponent may be put to shame, having nothing evil to say about us. (Titus 2: 7-8)*

*And whatever you do, in word or deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through him. (Colossians 3: 17)*

St Michael's quite rightly utilises various media for its internal and external communications, using e-mail, printed material, the Messenger and the website for its promotion and administration. The Church, with St Michael's as part of the Church, has a great responsibility to ensure the appropriate and sensitive use of media and many dioceses and parishes have already published policies and guidelines with respect to this.

Legal implications must also be seriously considered since if more than one person can access what has been written the law would class it as 'published' and therefore subject to numerous laws around libel, slander, copyright, Freedom of Information and data protection. Safeguarding, confidentiality and sensitivity must also guide our principles and procedures in all uses of media.

Media is a tool and not an end in itself; we use it not because it is available, but to promote the image and mission of St Michael's in an honest and positive way. What we write, display or otherwise publish, in whatever form, must be consistent with the Gospel, Christian values and professional standards for us to have any credibility as a church.

### **Representation**

*You are the light of the world... (Matthew 5: 14)*

*Do you not know that you are a temple of God and that the Spirit of God dwells in you?  
(1 Corinthians 3: 16)*

Whatever appears in printed or electronic format under the banner *St Michael's* is a reflection of St Michael's and needs to be approved as being representative of the corporate body before publication. It is the responsibility of the Priest in Charge to ensure that words and images reflect the nature and mission of our local church, the Diocese in Europe and the Universal Church. As such the priority must be our witness to the message of the Gospel and the spirit of Christian fellowship and we should take care to ensure this impression is conveyed in all our publications.

### **Presentation**

*Whatever your hand finds to do, do it with your might... (Ecclesiaste 9:10)*

First impressions count for a great deal and so accuracy of fact, grammar and punctuation must be attended to as well as the integrity of images and the professional look or design of any publication. These important considerations should not be compromised by any deadlines for publication and should be achieved through consultation between the editors and the Priest in Charge or a Churchwarden in the absence of the Priest in Charge.

## **On Communication and Media at St Michael's, Beaulieu sur Mer.**

### **Content**

*Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear. (Ephesians 4: 29)*

Content in word or image must be consistent with the nature and mission of the church, should reflect our priorities and provide a balanced view of St Michael's.

Content should be instructive, enlightening and encouraging and may include advertising religious services, social gatherings of the church, and suitable events of interest to the local community. However, because of the risks of association and legal implications, content should not include any advertising or endorsement of commercial or private goods or services. Care should also be taken when considering promoting external charity appeals or fundraising.

Respect for personal privacy, privileged information and confidentiality must be maintained at all times.

Content should in all cases be transparent, attributable and approved by the Priest in Charge or by a Churchwarden in the absence of the Priest in Charge.

### **Language**

*Let your speech always be gracious... (Colossians 4: 6)*

*It is not what goes into the mouth that defiles a person, but what comes out of the mouth; this defiles a person. (Matthew 15: 11)*

The language and tone used in our communications and media, both internally and externally, should at all times be respectful and courteous. We should be able to speak calmly and write simply, being careful to avoid any chance of being offensive or misleading.

Every effort should be made to ensure translations into or from another language are made accurately in accordance with that language's idiom and meaning.

### **Images**

Images as photographs or designs should be relevant to and complement the nature and work of St Michael's and should be used in balance so as not to over-emphasise any one aspect of the church's life or people.

Permissions from owners of photographs or images must be obtained prior to publication, and in particular permissions from any person depicted in such photographs or images must be obtained before publication.

The photographing or publication of photographs of young people, or of anyone considered to be a vulnerable person, are strictly subject to the safeguarding policies and guidelines of the *Church of England - A Safe Church, section 4 (see appendix A)*.

## **On Communication and Media at St Michael's, Beaulieu sur Mer.**

### **Internal Communications**

*Accept one another, then, just as Christ accepted you, in order to bring praise to God.  
(Romans 15:7)*

*Therefore encourage one another and build each other up... (1 Thessalonians 5:11)*

The standards required of St Michael's for external media must also be applied to its internal communications. Information disseminated within the Council, the parish and among the members and world-wide supporters of St Michael's must be accurate, relevant and timely.

Those holding positions in the Council must set an example in following policies and adhering to procedures and protocols. They should at all times in their communications and conduct respect each other's roles and responsibilities; the content and tone of e-mails, letters and notices and their conduct at meetings must be courteous, professional and charitable as befitting co-workers in Christ's mission.

Fr Anthony W Ingham  
Chaplain, St Michael's, Beaulieu sur Mer

November 2015

Appendix A

**Taking and publishing photographs and videos, including on websites**

**Introduction**

Taking and publishing of photographs and videos is usually enjoyed by children and parents, and by adults who may be vulnerable, and can bring good publicity, but steps need to be taken to ensure that privacy is respected and no embarrassment is caused.

The issues are the same for still photographs or films, and regardless of the particular technology used. They also apply to audio clips from individuals. For convenience they are all referred to as images. Images count as personal data under the Data Protection Act 1998.

It is therefore a legal requirement that the consent of the adult who may be vulnerable, or child and his/her parent or guardian is obtained for the taking and using of images.

**Guidelines**

**General**

1. Do not take pictures of children or adults who may be vulnerable without another adult present.
2. When an image is taken for publication or distribution, those being photographed should be aware that it is being done. Awareness can be assumed if: - people are attending a photo-call - the intention of taking images is included in the invitation to the event and people are given the option of opting out.
3. Ensure that any use of images reflects the diversity of age, ethnicity and gender of the activity.
4. Ensure that professional or amateur photographers commissioned to photograph events are given a copy of this procedure and agree to abide by it.

**Consent**

5. Except in the above circumstances, consent should be obtained before taking and using images, and a chance to opt out must be given.
6. Consent need not be in writing if it is not proposed to publish the images in any way; but if they are going to be displayed, used in a newspaper or magazine (including the Diocesan or parish newspaper or magazine), or put on a website, then specific written consent should be obtained.
7. Images should only be used for the specific purpose agreed by the person photographed. Written consent must specify what purposes the image will be used for, and how it will be stored if not destroyed. If the intention is to use an image on the internet, this must be clearly stated at the time that consent is sought. Further written consent is required if images are to be used in other ways than originally specified. For children, written consent must be obtained from parents or guardians and children.

*See section 9 (Summary of the Law) See section 10 (Consent form) Section 4: Guideline: keeping safe G Diocese of Southwark – A Safe Church November 2008 4-34*

For vulnerable adults, images should only be used for a purpose which is explained to them, and to which they give their recorded and preferably signed informed consent, i.e. they

## **On Communication and Media at St Michael's, Beaulieu sur Mer.**

understand and agree. They should see the photograph before being asked to give consent. The person who obtains the consent should sign and give their relationship to the person photographed, and the name and address of the organisation for which they work or volunteer. If the vulnerable adult cannot give informed consent the images should not be used, unless the individual cannot be identified from the photograph.

8. For any photographs submitted to the Diocesan Communication and Resources Department for use in any Diocesan communication (for instance in the Bridge Diocesan newspaper, or on the Diocesan website), it will be assumed that the parish has obtained the consent of the vulnerable adults or parents/guardians and children before such submissions are made.
9. In the case of a general photograph of a public event, such as a church fete, where no individual or group of people is the focus, prior consent of everyone is not required. It is still appropriate to consider carefully where and how such photographs should be displayed.

### **Publication and use of images for children:**

10. As a general guideline, if the image is to be published, avoid naming the child; and if a child is named, avoid using his or her image. However, there may be circumstances where, with the explicit, written consent of the child and his or her parent or guardian, it is permissible to use child's full name, for instance when promoting a specific performance or achievement.
11. If children are scantily dressed, e.g. for swimming, then: - focus on the activity rather than a particular child - avoid full face and body shots - consider the age of the children involved.

### **For adults who may be vulnerable:**

12. Specific consent should be sought for images of adults where it is the intention to name the person in the image in an accompanying caption or article.
13. All images must respect the dignity of the person being photographed. Storage of images
14. Be clear about whether the image is to be retained for further use.
15. Store the image securely.
16. Ideally, store consent forms with the image for future reference.

### **Images taken by participants:**

17. If, at a church-related event, children or adults who may be vulnerable use cameras or mobile phones to take photos of each other, or if parents or carers take photos of children or adults other than their own, they should be advised that these can be used for personal use only, and should not be displayed in any publicly accessible space, including on internet or web-based communication channels such as My Space. Schools, including church schools will have their own policies, which apply to children on school premises or engaged in school-sponsored activities.

*The Department for Children, Schools and Families also publishes advice on this issue, available from their website. See section 4 (Communicating Electronically) Section 9 (Further reading & websites) Section 4: Guideline: keeping safe Diocese of Southwark – A Safe Church 4-35 November 2008. Newspapers and other print media are bound by the Press Complaints Commission Code of Practice, of which the latest version was issued in June 2004. Legitimate journalism is a 'special purpose' under the Data Protection Act, which exempts it from the requirement of security, but there are numerous restrictions on photographing children.*