

Catholic Financial Life Facebook Best Practices

Do

- Engage the reader with interesting, current news.
- Create photographs and images that grab attention such as members engaged in real activity – not just sitting around.
- Make the Page a platform for Society values (e.g. family, faith, integrity, authenticity, respect)
- Engage members in between event reporting with games, quizzes, thoughts for the day, Catholic prayers, etc.
- Receive written approval before posting someone on the chapter's page
- Promote upcoming events frequently even for the same event adding a new piece of information each time.
- "Like" the Catholic Financial Life Home Office page to receive the latest Society news.
- Share and repost on the Chapter's Page information and news displayed on the Home Office page.

Don't

- Make the Page a platform for politicking or controversial issues.
- Use the Page for reporting on personal issues or events unrelated to the chapter.
- Post boring photos of empty halls, backs of members, table of food, etc.
- Post too many photos of the same activity or of the same event.
- Use copyrighted materials without proper credit and prior approval.
- Take photos of minors unless prior written approval by parent or guardian is given.
- Download anything to the Page of a doubtful source.
- Let the Page go stale. Refresh regularly.
- Place advertisements on the Page – including ads for Catholic Financial Life insurance unless supplied by the Home Office.

These are best practices and are not meant to be all-inclusive.



I grant to Catholic Financial Life, its chapter leaders, representatives, home office and field associates the right to take photographs of me and my family (including any minors) in connection with today's official chapter-sponsored event. I authorize Catholic Financial Life, its assigns and transferees to copyright, use and publish the same in print and/or electronically. I agree that Catholic Financial Life may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content. I have read and understand the above:

Phone/E-mail