

Self-Ruled Antiochian Orthodox Christian Archdiocese of North America

Department of Communications and Information Policies and Guidelines

Purpose

The purpose of this policy and guidelines paper is to assist the various ministries, departments, organizations, parishes and institutions of our Archdiocese in being as effective and efficient as possible as they:

- Promote awareness and understanding of the Orthodox Faith and the work of the Self-Ruled Antiochian Orthodox Christian Archdiocese of North America
- Ministry to Her members and share Her witness on this continent
- Communicate to various audiences, including persons within the Archdiocese, other churches, the general public, and the press
- Share information among all organizations and groups within the Archdiocese

As we are a living growing church, so this document should be taken as a living and growing document. Without changing in its core purpose, this document may be adapted and change as needed in order to help address our communication needs as an Archdiocese.

All Archdiocese entities, including parishes, whether or not the DCI hosts their sites, are subject to the policies, guidelines, and supervision of the DCI in regards to communications and information.

Organization Names

The name of Archdiocese for publication and communication purposes is as follows:

The Self-Ruled Antiochian Orthodox Christian Archdiocese of North America

The legal name for the Archdioceses for legal and tax paperwork is as follows:

The Antiochian Orthodox Christian Archdiocese of North America

The following is a list of the official names for the various dioceses:

- Diocese of New York and Washington, D.C.
- Diocese of Ottawa, Eastern Canada and Upstate New York
- Diocese of Charleston, Oakland, and the Mid-Atlantic
- Diocese of Wichita and Mid-America
- Diocese of Worcester and New England
- Diocese of Eagle River and the Northwest
- Diocese of Miami and the Southeast

- Diocese of Los Angeles and the West
- Diocese of Toledo and the Midwest

The title of our Hierarchy:
The Most Reverend Metropolitan PHILIP
Archbishop of New York and Metropolitan of All North America

Note the convention of using all caps in the Metropolitan's name.

Once the full title for our Metropolitan has been used in a single communication (such as letter, news article, or web page), he may be referred to by title as, "His Eminence Metropolitan PHILIP" or, when appropriate, the shorter form, "His Eminence."

Reference to Archdiocesan bishops, typically use the all caps convention for the bishop's name, such as "Bishop MARK." An Archdiocesan bishop may also be referred to as, "His Grace", as in "His Grace Bishop MARK", or in the shorter form, "His Grace."

Communication Goals

All of our ministries, organizations, and dioceses share the same two communication goals to:

1. Promote awareness and understanding of the Orthodox Faith and the work of the Antiochian Orthodox Christian Archdiocese of North America
2. Support and enhance the quality of the Church's ministry to Her members and Her witness on this continent

Though each ministry has their unique God-given methods and area of focus, we all support the same two communication goals. We are all working together for the same unified purpose.

Promote Unity with Standards

In an organization as large, as diverse, and as decentralized in location as ours, it is vital that we maintain standards of communications. We must begin to develop standardized logos, letter-head, and other material to share across the Archdiocese. The DCI will work with various departments to help develop a tool known as a graphics standard manual to help assist in this effort.

Keep Your Audience in Mind

In whatever communications you write, keep in mind your target audience. For example, when writing material that may be seen by the general public, define orthodox terms with which your audience may not be familiar.

Remember all material posted on the web, especially on our Archdiocese site, is read by people all over the world. Material such as a parish constitution or Archdiocese directives, for example, may not be appropriate for public consumption, and should be cleared by the Archdiocese before they are posted.

Show a church that's alive, with many people, working together in harmony, contributing their God-given variety of gifts.

Information for the Web

As requested by His Eminence Metropolitan PHILIP, we would like department heads and organization officers to regularly submit articles for publication on the homepage of the Archdiocese site. Please use this as an opportunity to share with others across the Archdiocese the current focus of your department or organization.

Each diocese bishop is encouraged to appoint a specific contact as a local diocese information officer. The role of the information officer is to collect news stories and articles from across his or her diocese and post them on the web. The information officers especially should be people with appropriate scope of authority and activities within the diocese which will allow them to coordinate and gather ongoing information throughout the diocese. This person is appointed by the diocese bishop and he or she may work for the bishop, but in his or her role as information officer, he or she will report directly to the Department of Communications.

Liturgical Material

The Department of Liturgics and Translations provides liturgical texts for use throughout all the dioceses and parishes of the Antiochian Orthodox Archdiocese of North America. An on-line liturgical guide is provided for each Sunday; it includes variations in the order of service and the variable texts for the day. All persons who have applicable material are encouraged to work with the department of liturgics to make that material available through the Archdiocese website.

Electronic Mail

All direct employees of the Archdiocese, Diocese Bishops, Department heads, camp directors, publications departments, and any other official ministry or organization officers should have an Antiochian.org email address which they will regularly check and use for all official correspondence. At this time Conciliar Press and the Antiochian Village are the exceptions to this policy.

All electronic email is to be considered as a potential communication to the public. This means that we are not to communicate anything electronically that we would not want to show up on an international news channel. The following is a guideline statement which the DCI recommends you place at the bottom of your electronic communications:

PLEASE NOTE: This communication, including any attached documentation, is copyright of the sender and intended only for the person or entity to which it is addressed, and may contain confidential, personal, and/or privileged information. Any unauthorized disclosure, copying, or taking action on the contents is strictly prohibited. If you have received this message in error, please contact us immediately so we may correct our records. Please then delete or destroy the original transmission and any subsequent reply. Thank you.

The Internet and Websites

With the exception of local parishes, Conciliar Press and the Antiochian Village, we recommend no Archdiocese entity host their own website. Having multiple websites, with different graphics and communication standards decentralizes our communication efforts. At best we may appear disjointed to other churches and the public. At worst, we may appear to have lost our unity.

Conciliar Press and the Antiochian Village will maintain an active presence on the Antiochian.org site, and a separate website targeted for specific marketing. These two separate sites will clearly state in their footer on each page of their site that they are a ministry of the Self-Ruled Antiochian Orthodox Christian Archdiocese of North America. These sites will also have a text-based hyperlink from their homepage to the Antiochian.org homepage.

Local SOYO chapters, especially those which engage in online discussion groups must have approval directly from the Youth Department in order to maintain any online presence.

All parishes are encouraged to have their own websites. The Archdiocese provides free hosting for parishes and the free use of an easy to use content management system to develop their site. Local parishes may have their own domain name and website. However, they all must meet the following requirements. Each homepage must clearly identify the parish as a parish of the Self-Ruled Antiochian Orthodox Christian Archdiocese of North America. Example text below:

Saint John Chrysostom Antiochian Orthodox Parish is a local parish of the Self-Ruled Antiochian Orthodox Christian Archdiocese of North America

Local parishes must also have a text-based hyperlink from their homepage to the Antiochian.org homepage.

As with email, do not post anything electronically that you would not want to show up on the evening news—even if it is “password” protected.

Personal Information & Confidentiality

Information such as personal emails, personal addresses, and personal phone numbers should not be posted or broadcasted electronically. Please take precautions when publishing information about individuals. Do not post any personal information for persons under the age of 18.

Photographs of people should mainly consist of group shots without personal identification information included.

Confidential information should not be published electronically.

Intellectual Property and Copyright

In all communication, when using material you did not personally create, you must have permission to use any information and provide credit to the original author. This includes images and graphics. Please remember that some icons are copyrighted material.

Inappropriate Communication

The following types of communication will not be tolerated by the Archdiocese and no one who represents the Archdiocese in any form (during working time or personal time) should engage in communication activities as listed below:

- Illegality in any form, including, but not limited to, activities such as unauthorized distribution or copying of copyrighted software; violation of U.S. or International export restrictions; harassment; fraud; drug dealing; intentionally inflicting emotional distress; violating trademarks; copyrights; and other intellectual property rights.
- Spamming such as sending unsolicited commercial email or newsgroup posts.
- Producing unacceptable online content, links, storage and/or distribution including, but not limited to, pirated software or programs which are intended or used for security violation purposes ("cracking software"); "Warez Sites"; "IRC Bots"; pornography; nudity; sexually explicit or offensive material; and defamatory, scandalous, or private information about a person without their consent.