



DIGITAL MEDIA, PHOTOGRAPHY, FILMING, INFLUENCER & COMMERCIAL CONTENT CREATION POLICY

POLICY

The ministries and facilities of the Archdiocese of Miami exist first and foremost for worship, education, evangelization, formation, pastoral care and service to others. Accordingly, all photography, filming, recording, livestreaming, and digital content creation shall respect the sacred space and nature of the liturgical celebrations, the mission and charitable works of the Church, the dignity and privacy of individuals, the protection of minors, the integrity of Catholic teaching, and the orderly operation of Archdiocesan ministries.

Permission to enter or participate in an Archdiocesan event does not automatically include permission to create, publish, or commercially exploit photographs, recordings, or other digital content.

Scope

This policy applies to:

- Archdiocesan entities
- Parishes
- Schools
- Early Childhood Centers
- Cemeteries
- Ministries
- Retreat Centers
- Administrative Offices
- Any property owned, leased, operated, or controlled by the Archdiocese of Miami or any affiliated entity.

It applies to:

- Parishioners
- Students
- Visitors
- Vendors
- Guest Speakers
- Performers
- Influencers
- Digital Missionaries
- Photographers
- Videographers
- Production Companies
- Media Organizations
- Employees
- Clergy
- Religious
- Volunteers
- Contractors
- Consultants

Definitions

For purposes of this Policy, the following terms shall have the meanings set forth below:

Archdiocesan Property means any real property, building, facility, grounds, vehicle, or other premises owned, leased, operated, managed, or controlled by the Archdiocese of Miami or any of its affiliated entities, including but not limited to parishes, schools, early childhood centers, cemeteries, retreat centers, ministries, administrative offices, Catholic Charities facilities, Catholic Health Services facilities and any location where an Archdiocesan entity is conducting official ministry or programming.

Commercial Content means any photograph, video, audio recording, livestream, broadcast, publication, social media post, digital media, or other content that is created, in whole or in part, to promote, advertise, market, endorse, sell, or generate revenue for a business, product, service,



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organization, individual, or other commercial enterprise. Commercial Content includes content created for advertising, sponsorships, affiliate marketing, brand collaborations, fundraising for private entities, or any similar promotional purpose.

Commercial Production means any professional or organized photography, videography, filming, recording, livestreaming, broadcasting, or other media production undertaken for commercial, advertising, promotional, entertainment, documentary, educational, or public distribution purposes, whether conducted by a production company, media organization, business, nonprofit organization, content creator, influencer, or other third party.

Content Creator means any individual or organization that creates, produces, publishes, distributes, or manages digital content, including photographs, videos, livestreams, podcasts, blogs, articles, or other media intended for public dissemination through websites, social media platforms, streaming services, or other digital or traditional media.

Digital Missionary means an individual or organization that utilizes digital communications, social media, websites, podcasts, videos, or other online platforms primarily to proclaim the Gospel, promote the teachings of the Catholic Church, encourage prayer and faith formation, or otherwise engage in evangelization. A Digital Missionary does not become an official representative of the Archdiocese solely by engaging in digital evangelization.

Influencer means any individual who creates or publishes content for a public audience and has the ability to influence purchasing decisions, opinions, public engagement, or audience behavior through social media, digital platforms, blogs, podcasts, video channels, or similar media. An Influencer may receive compensation, sponsorships, gifts, advertising revenue, affiliate commissions, subscriptions, donations, or other financial or promotional benefits in connection with such content.

Livestream means the real-time transmission of video, audio, or other digital media over the internet or through any electronic communications platform that permits viewers or listeners to access the content contemporaneously with its recording or broadcast.

Monetized Content means any content that directly or indirectly generates financial compensation or other material benefit for the creator or a third party, including, but not limited to, advertising revenue, sponsorships, paid partnerships, affiliate marketing, subscriptions, donations, memberships, product endorsements, promotional consideration, gifts, or similar forms of compensation.

Official Archdiocesan Media means any photograph, recording, publication, livestream, broadcast, website, social media account, podcast, video, or other communication that is created, published, or authorized by the Archdiocese of Miami or one of its affiliated entities for official ministry, educational, administrative, pastoral, or communications purposes.



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Personal Photography means casual photography or video recording by an individual for private, family, devotional, or personal use that is not created for commercial purposes, public promotion, monetization, advertising, or professional distribution.

Sponsored Content means any content created, published, or distributed in exchange for monetary compensation, free products or services, discounts, travel, lodging, event admission, gifts, promotional consideration, or any other thing of value from a business, organization, individual, or other third party. Sponsored Content includes both express sponsorships and any content that is reasonably intended to promote or endorse a product, service, brand, or organization.

Representation of the Archdiocese in Digital Media

Individuals should understand that content published from a personal social media account may nevertheless be attributed to the Archdiocese when the individual is acting in an official capacity, appears to represent the Archdiocese, or uses Archdiocesan property, branding, clergy, ministries, or events in connection with such content. Compliance with this Policy or other applicable Archdiocesan policies is required even if the digital content is posted to a personal social media account..

All digital media activities conducted on Archdiocesan property or in connection with Archdiocesan ministries shall reflect the mission, values, and teachings of the Catholic Church and shall be conducted in a manner that protects the integrity, reputation, and public trust of the Archdiocese of Miami. Individuals creating or publishing content under this Policy are expected to exercise sound judgment and recognize that their actions may reasonably be perceived as reflecting upon the Archdiocese, its clergy, its ministries, and the Church as a whole.

Personal Photography

Visitors and parishioners may take casual photographs or short personal videos for private, noncommercial purposes when and where permitted by the parish, school or ministry.

Personal Photography may not:

- Disrupt liturgical celebrations;
- Interfere with educational activities;
- Violate the privacy of others;
- Conflict with Safe Environment policies; or
- Be used for commercial or promotional purposes without approval.

Digital Missionaries

The Archdiocese recognizes the important role that digital missionaries play in proclaiming the Gospel and encourages faithful Catholics to utilize digital platforms for evangelization.



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Digital evangelization should always:

- Reflect Catholic teaching;
- Respect the sacred nature of worship;
- Avoid disrupting parish life;
- Accurately represent Church teaching;
- Respect the privacy of individuals; and
- Avoid sensationalism.

All Digital Missionaries are subject to the requirements and restrictions of this Policy. Unless expressly authorized in writing, they shall not represent themselves as official spokespersons for, or imply endorsement by, the Archdiocese of Miami or any of its parishes, schools, ministries, or affiliated entities. The taking or publication of photographs with the Archbishop, clergy, religious, or other Archdiocesan leadership shall not be construed as evidence of official affiliation, endorsement, recommendation, approval, or authorization.

Content Creators, Influencers and Monetized Media

Any individual or organization creating content for:

- Advertising
- Sponsorships
- Affiliate marketing
- Subscriptions
- Donations
- Discounts/ reduced costs
- Monetized channels
- Paid partnerships
- Commercial promotion, or
- Business purposes

must obtain prior written approval before creating content on Archdiocesan property.

Approval will likely require (as applicable to the project):

- Description of project
- Filming schedule
- Filming Script approval
- Insurance and proof of insurance, including workman's compensation
- Review and express approval by the Office of Communications
- Facility approval
- Media Releases
- Space Use Agreement

External Speakers and Guests

Guest speakers, performers, authors, public officials, influencers, and invited guests shall comply with all Archdiocesan policies while on Archdiocesan property.

Guest speakers shall not:

- Bring additional photographers, videographers, media representatives, or production personnel without prior written approval by the Office of Communications;



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- Issue press releases on behalf of the parish, school or Archdiocesan entity/ program or themselves without review and written approval by the Office of Communications;
- Invite media without authorization;
- Record minors or vulnerable adults without specific use written releases and supervision of Archdiocesan personnel when recording;
- Conduct interviews without approval;
- Solicit parishioners; or
- Engage in fundraising unrelated to the approved event.

Approved guest speakers and performers shall be provided with the Guest Speaker, Performer & Media Expectations, attached to and incorporated into this Policy, prior to their scheduled appearance.

Social Media Accounts

Official parish and school social media accounts:

- Require written approval;
- Remain the property of the parish, school and/or Archdiocese;
- May not promote business, including personal business; and
- Shall follow the standards and policies of the Archdiocese of Miami Office of Communications.

Personal accounts shall not use the logo of the archdiocese or archdiocesan entity or present as official parish accounts.

Commercial Filming

Commercial photography, filming, production, advertising, documentaries, podcasts and other media projects require written approval of the Archdiocese.

Applicants shall provide:

- Description of project
- Script when requested
- Production schedule
- Equipment list
- Insurance
- Distribution platforms
- Staffing list

The Archdiocese may impose:

- Fee for use of space
- Security requirements
- Cleanup charges
- Supervision requirements
- Access to final edits and approvals before publishing



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Sponsorships

Sponsor recognition shall acknowledge generosity of sponsor without implying endorsement or any product or services.

Sponsors may not:

- Control messaging;
- Advertise products;
- Embed commercial content; or
- Utilize parish communications as marketing platforms.

Use of Archdiocesan Name, Image and Likeness

No person or organization may use:

- | | |
|------------------------|-----------------|
| • Archdiocese of Miami | • Photograph(s) |
| • Parish name(s) | • Clergy |
| • School name(s) | • Employee(s) |
| • Logo(s) | • Student(s) |
| • Seal(s) | • Volunteer(s) |

for commercial or promotional purposes without written authorization by the Archdiocese of Miami Office of Communications.

Implied Endorsement

No photograph, video, social media post, advertisement, interview, appearance or publication shall state or imply that:

- | | |
|-----------------------------|----------------|
| • The Archbishop; | • Clergy; |
| • The Archdiocese of Miami; | • Employee(s); |
| • A parish; | • Volunteer(s) |
| • A school; | |

Endorse any:

- | | | |
|------------------------|-----------------|--------------|
| • Product; | • Organization; | • Commercial |
| • Company; | • Fundraising | enterprise |
| • Influencer; | campaign; | |
| • Political candidate; | | |

unless expressly authorized in writing by the Archdiocese of Miami's Chancellor for Administration.

Protection of Minors

No photographs or recordings of minors shall be made without:

- Required parental consent using the Archdiocesan consent form;
- Compliance with Safe Environment; and



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- Approval of the parish or school.

Artificial Intelligence

Artificial intelligence may not be used to:

- Fabricate statements;
- Create synthetic videos of clergy;
- Manipulate liturgical events;
- Generate false endorsements; or
- Create misleading content or photographs suggesting official Archdiocesan approval.

Crisis

Any photography, filming, livestreaming, or digital communications occurring during a crisis shall comply with the Archdiocese Crisis Communications policy and procedures.

Right to Stop Recording

Pastors, principals, administrators, the Archdiocese of Miami Communications Office personnel, or their designees, may immediately direct any individual to cease photography, filming, recording, livestreaming, or other content creation when such activity:

- Interferes with worship or ministry;
- Disrupts school operations;
- Compromises safety or privacy;
- Exceeds granted permission;
- Violates this policy; or
- Is otherwise inconsistent with the mission of the Archdiocese.

Enforcement

The Archdiocese reserves the right to:

- Revoke permission;
- Require correction or removal of authorized content where legally appropriate;
- Deny future filming requests;
- Terminate agreements; and
- Pursue legal remedies for unauthorized use of its intellectual property or misrepresentation.

Failure to comply may result in removal from the property, withdrawal of approvals and termination of the project

Approval Authority

To ensure the uniform and effective administration of this Policy – and to protect the mission, reputation, legal interests, and operational integrity of the Archdiocese of Miami—all photography, videography, filming, livestreaming, digital content creation, commercial production, media activity, sponsorship, and any other activity governed by this Policy must



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undergo the applicable review and receive all required written approvals identified in the Approval Matrix below before the activity begins.

Approval authority, as illustrated in the Approval Matrix below, is delegated based upon the nature, scope, and potential impact of the proposed activity. Certain activities may be approved at the parish, school, or ministry level, while others require review and approval by one or more Archdiocesan offices, including but not limited to the Office of Communications, or other designated Archdiocesan authorities.

The approval requirements set forth in the Approval Matrix below establish the minimum level of review required under this Policy. Depending upon the specific facts and circumstances of a request, the Archdiocese may require additional approvals, documentation, insurance, agreements, background screening, media releases, or other conditions before granting authorization.

No approval granted under this Policy shall be construed as authorizing any activity that is inconsistent with Catholic teaching, Archdiocesan policies, applicable law, or the mission of the Archdiocese. The Archdiocese reserves the right to deny, condition, suspend, modify, or revoke any approval at any time if it determines, in its sole discretion, that the proposed or ongoing activity poses a legal, safety, operational, reputational, or pastoral concern, or otherwise conflicts with the mission or interests of the Archdiocese.

The authority to approve activities under this Policy does not diminish the responsibility of pastors, principals, presidents, ministry leaders, or other administrators to exercise prudent judgment in safeguarding their communities and ensuring compliance with all applicable Archdiocesan policies. Nothing in this Policy shall prohibit a pastor, principal, president, or other authorized administrator from immediately directing that photography, filming, recording, livestreaming, or other content creation cease when necessary to protect the sacred character of a liturgy, preserve the privacy or safety of individuals, maintain orderly operations, or otherwise serve the best interests of the Archdiocese.

Refer to Approval Matrix on next page.



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APPROVAL MATRIX

Activity	Pastor/ Principal	Communications Office	Development	Chancery
Personal photography	✓			
Parish event photography	✓			
Parish social media post	✓			
Official parish social media account	✓	✓		
Guest speaker (including clergy and laity)	✓			✓
Guest speaker bringing media personnel	✓	✓		✓
Commercial photography	✓	✓		
Commercial filming	✓	✓		
Documentary production	✓	✓		
News media interview	✓	✓		
Influencer content (non-commercial)	✓	✓		
Monetized influencer content		✓		✓
Drone operations	✓	✓		
Recording minors	✓	✓		
Advertising using Archdiocesan property		✓		✓
Sponsor recognition campaign	✓		✓	
Use of Archdiocesan logo or trademarks		✓		✓
Political or advocacy filming		✓		✓
Artificial Intelligence or synthetic media involving Archdiocesan identity		✓		



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SUMMARY

The Archdiocese of Miami embraces the responsible use of digital communications and recognizes that social media and digital media can be powerful tools for evangelization, education, and engagement with the faithful. The Church welcomes the authentic sharing of the Gospel through digital platforms when such efforts are conducted in a manner consistent with Catholic teaching, respect for the sacredness of our ministries, and the dignity of every person.

At the same time, advances in digital technology have significantly increased the presence of influencers, content creators, commercial photographers, filmmakers, livestreamers, podcasters, and other media professionals seeking to utilize Archdiocesan property, events, clergy, schools, ministries, and parish communities for public distribution, promotional purposes, or financial gain.

The purpose of this policy is to:

- preserve the sacred character of churches and other Archdiocesan properties;
- protect the privacy, dignity, and safety of parishioners, students, clergy, religious, employees, volunteers, and visitors;
- ensure compliance with Safe Environment requirements and applicable law;
- protect the intellectual property, reputation, and public identity of the Archdiocese of Miami and its affiliated entities;
- encourage authentic digital evangelization while establishing appropriate boundaries for commercial activity; and
- provide consistent procedures governing photography, videography, filming, livestreaming, social media content creation, commercial productions, sponsorships, and media activities occurring on Archdiocesan property.

The Guest Speaker, Performer & Media Expectations are attached to (below) and incorporated into this Policy and shall be provided, as applicable, to approved guest speakers and performers prior to their scheduled appearance. Refer also to the Content Creation Request Form for additional guidance and requirements.

This Policy is intended to supplement, and should be read in conjunction with, the Archdiocese of Miami Communications Policy and Digital Communications Policy. All questions regarding this policy should be directed to the Office of Communications at (305) 762-1043.

Initial: September, 2026

Current: September, 2026



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GUEST SPEAKER, PERFORMER & MEDIA EXPECTATIONS

These Guest Speaker, Performer & Media Expectations are provided pursuant to the Archdiocese of Miami Digital Media, Photography, Filming, Influencer & Commercial Content Creation Policy and apply to your participation in the event identified above. They are intended to provide you with clear, event-specific expectations regarding media, photography, recording, social media, interaction with minors, and related activities while participating in an Archdiocesan event or while on Archdiocesan property.

Thank you for accepting our invitation to participate. To help ensure a safe, respectful, and successful event, please observe the following expectations.

Arrival

- Please check-in with the designated event coordinator upon arrival.
- Remain within approved areas.
- Wear any required credentials.

Media

Related to your appearance as a guest speaker and/or performer, please do **not**:

- Invited news media
- Issue press releases
- Arrange interviews
- Schedule podcasts
- Livestream

Without prior, written approval by the Archdiocese of Miami Office of Communications.

Approved Photographers, Videographers and Media Personnel

Photographers and videographers require advance, written approval. All approvals are event-specific and apply only to the date(s), location(s), and activities expressly authorized. Approval for one event shall not constitute approval for any subsequent event or activity.

Event-Specific Releases

All required media releases, photography authorizations, performance agreements, and other applicable permissions shall be obtained specifically for each guest speaking engagement or performance event. Previously executed releases, standing authorizations, blanket consents, or general media releases shall not be relied upon or deemed valid for subsequent events unless expressly authorized in writing by the Archdiocese.

Social Media

Please refrain from posting content that:

- Identifies minors
- Discloses confidential information
- Implies Archdiocesan endorsement
- Misrepresents the purpose of this event



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Interaction with Students and Minors

Guests shall **not**:

- Supervise minors
- Transport minors
- Meet privately with minors
- Exchange personal contact information
- Communicate with minors through social media

Safety

Guests must comply with:

- Safe environment policies
- Emergency procedures
- Staff instructions

Thank you

We appreciate your cooperation in helping us provide a safe, respectful and faith-filled environment for all.

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