

UUCOD Communication Guidelines

The UUCOD Email account, Online Calendar, Website, Weekly Reminder, Monthly Newsletters and Facebook page constitute our primary means of communication with our members and the public at large. Our communications serve three main purposes:

1. Community building, inspiration, and announcements for current members/friends
2. Information for Visitors/Newcomers/Seekers/Questioners
3. Outreach/Connection to greater community and denomination.

These guidelines are intended to provide a structure that will ensure that all of our communications are related to the vision and mission of UUCOD and portray an image of the congregation that is appropriate.

Email Accounts

The UUCOD email account (currently uucod.rm@gmail.com) will be the only account published for the public to make contact with the church and will be used only for official church business. No one with access to the email address will use it for the dissemination of any personal items and will not send out emails on behalf of others. Any exceptions to this policy must be approved by the Minister. The email addresses and other personal information of members and friends stored in the email account address book may never be provided to anyone without the express permission of the individual(s).

Emails that come to this email address inquiring about visiting, attending or joining our church are to be forwarded to the Minister for a response (currently revsuzannem@yahoo.com).

The password to this account will be known to 3 people at all times: The Administrator, the President of the Board and the Minister. The recovery email addresses for the account will include emails that can be accessed by the Administrator, the Minister and the President of the Board. To avoid confusion, it is expected that the President will not, except in an emergency, answer or send emails or make entries on the church calendar, but will have the passwords to access the account in case of an emergency or if access to the account should be compromised.

The official church calendar is also connected to this email address. Items posted on the calendar shall be restricted to church activities or activities for outside groups that are being held in the church building. In order to ensure that no conflicts arise, meetings and events on the calendar (with the exception of Sunday Worship) will indicate which room they are to be held in, as follows: Sanctuary, Community Room (CR), Kitchen, Foyer, Entire Building or Offsite. Whenever possible, when a regularly scheduled meeting is cancelled it will be so noted on the calendar. Outside groups will be permitted to put a “hold” on a space for two weeks, at which time an agreement to rent must be finalized or the space will be made available for other rentals. Any other email accounts or calendars that are set up on behalf of the church should be approved by the Minister and will be subject to all of the above guidelines.

Published Documents – The Weekly Reminder, Monthly Newsletter and Church Directory

Primarily, these documents are published and distributed to members and friends of UUCOD for their personal use. None of these documents may be published on any website by any church employee, officer, member or friend without the express permission of the Board. The Monthly Newsletter, with the personal information of members removed, is published on the UUCOD website each month. Both the weekly and monthly publications are available in hard copy at the church.

The weekly and monthly publications include church news and information about Sunday worship, activities and events of interest to church members and friends. No item will be run in the Weekly Reminder for more than two consecutive weeks without being reviewed and approved by the Minister. These publications will **not** include:

- Information about private events or activities other than those which are taking place at UUCOD

- Information about the events or activities of other organizations, except for those who have a charitable purpose compatible with the mission of UUCOD (subject to the approval of the Minister)

- Advertisements for goods or services

Solicitations of support or request for pledges for members taking part in charity events will be published with the approval of the Minister.

The Church Directory is solely for the personal use of our members and friends. The Directory is not to be used for any other purpose, including solicitation for goods, sponsorships or services. When sending emails to more than 5 members use “BCC” so the email addresses will not appear to the recipients.

Website and Facebook Page

The website and the FB page are public representations of UUCOD and as such all content should represent the mission and values of the church at all times.

At least two members and one staff member will be Administrators of the FB page and will have the login information for the website.

All posts should relate to 1 of the 3 purposes listed at the beginning of this document. Our seven principles should guide us when deciding what to put on our page. A good guideline is: “If in doubt, don’t post it.”

Visitors to the UUCOD website and FB page should see only messages that are consistent with UU principles and our mission and vision. Therefore, there is a need to moderate posts that individuals may make to the FB page. Administrators should monitor these posts on a regular basis and act immediately to delete inappropriate posts and comments. Questions regarding what is or is not appropriate should be brought to the Minister and/or the Board. Relevant events from the weekly update and newsletter should be posted on the FB wall every few days.

Our FB group will be a “closed group” for members and friends that cannot be seen by the general public and will therefore be unmoderated.

The website should contain information pertinent to the community and to interested visitors, including:

1. Information about service times and the location of the church
2. Information about upcoming services
3. A read-only link to the church calendar
4. Other information about the groups and activities of the church that would

be helpful to members and visitors.

Posts about political activities should be restricted to those that are informational (i.e.: “same-sex marriage passes in CA”), and should not include links to strictly opinion pieces about events, politicians, other organizations or legislation. Posts should not make unverified claims, disparage, insult or make fun of any other persons or groups. Posts should also refrain from implying unilateral opinions on the part of members of the UUCOD congregation.

Administrators posting to FB and our website should be sensitive to the fact that these venues represent the entire congregation and are not avenues for individual commentary. Visitors to our page should “get” our radical message of acceptance! Administrators should refrain from commenting on other pages as UUCOD.

Only denomination-wide pages, district-wide pages, our interfaith partners, other congregations’ pages and affinity groups within our congregation and other not-for-profit organizations should be “Liked” on FB

Pictures of church activities may occasionally be posted on the website and/or the FB page. Pictures will not be posted without obtaining the permission of the individual or, in the case of those who are under 18, their parent or guardian and no identifying information about children will ever be posted in a public area of the website or in an open FB group.

Personal identifying information about our members and friends, such as email addresses and other contact information are never to be revealed without the express permission of the individual.

Adopted by action of the Board of Directors at its Duly Constituted and Noticed meeting held on October 8, 2013.

Kevin Brandt, President

Joaquin Galeano, Secretary