

FACEBOOK POLICY

UUCOD Public Facebook Page

Purpose - To introduce and draw people to the church through introducing UU values and principles, promoting our Sunday services and other programs and activities.

The statement below provides guidelines for the public UUCOD Facebook page.

- The UUCOD statement of identity should be prominently displayed.
- The minister's name should be easily accessible as well as their photo
- The public Facebook content should be expanded to include activities occurring on the UUCOD campus, activities in which members of UUCOD church are participating and events in the Palm Springs area that are sponsored by the Unitarian Universalist church or UUA affiliated organizations. Also, information from the UUA should be shared.
- The UUCOD logo, colors and typefaces should be consistent with the UUCOD graphic guidelines and resemble our other media “branding” styles.
- The webmaster/administrator needs to be registered with an email address such as user@UUCOD.org so that the webmaster/administrator role can be transferred if and when we have personnel changes. The person(s) filling these roles need to be identified and given a uucod.org email address.
- The contact information and website for UUCOD church should be displayed
- The UUA has been notified that UUCOD has a Facebook Page and we have asked to be added to any UUA social media directories or resources that are available.
- Photos should be of a presentable quality
- If photos of children are posted they must comply with the photo guidelines contained in the UUCOD Child and Youth Safety Policy.
- New content should be submitted to and approved by an administrator before posting
- New content should be posted at least once per week.
- Facebook administrator(s) will share responsibility for creating the content presented on the public Facebook page. These person(s) shall have full authority to create, delete and maintain the content.

The person(s) maintaining the UUCOD Public Facebook Page shall report to the UUCOD Board of Directors.

UUCOD Facebook Page (closed group)

Purpose - This Page is another means for UUCOD to interact with members of our congregation. There are many similarities to the UUCOD web site, weekly email blast and other media however this is an internal and informal communication forum.

Facebook lends itself to a less formal atmosphere as well as offering a relatively simple way for a greater number of individuals to express themselves by posting comments, photos, web links, questions, etc. to the UUCOD Page's wall.

Guidelines for the UUCOD closed group Facebook page

- Members of the closed group should be limited to church members and friends
- Should include activities occurring on the UUCOD campus, activities in which members of UUCOD church are participating and events in the Palm Springs area that are sponsored by the Unitarian Universalist church or UUA affiliated organizations. Also, information from the UUA should be shared.
- Other types of content will include personal comments, photos, etc. from the Page administrators, and people who have "liked" the Page, and these customarily will be related to UUCOD, Unitarian Universalism, members of our congregation, etc.
- Posting should be checked for inappropriate content on a daily basis.
- Administrators should monitor the UUCOD Closed Facebook group and remove any content that does not comply with the guidelines; habitual offenders may be banned from further contributions to the Page.

In addition to the above guidelines, the following policies will govern the content provided on both the Public and Closed UUCOD Facebook Pages. These are similar to our established policies for other electronic media.

- There will be two administrator's for each page
- The board will determine how administrators are appointed
- Passwords will be held by the board

Content should:

- Be consistent with the Seven Principles of Unitarian Universalism
- Avoid slander, libel, violations of copyright, profanity, off-color humor and advocacy of political candidates
- Not reveal private personal information
- Not advertise commercial businesses
- Present information that is accurate and relevant

- Provides the “Who, What, When, Where, Why, How, and How Much” of all items announced
- Be written in clear and grammatically correct prose
- Be updated on a timely basis
- Be congruent with our congregational covenant