

Communications POLICY

PURPOSE

To provide a clearly defined means of communicating information both internally and externally while respecting members' privacy. All communications should reflect Unitarian Universalist values; provide information about First Unitarian Universalist Church of West Volusia (1UUCWV) ministry, business and activities; and/or encourage action in keeping with our covenant, mission and UU principles.

DEFINITIONS

Communications are defined as any means of conveying information among people and groups in the congregation or about the church to the larger community.

1. **Internal communications** have a primary audience of members, friends and visitors.
2. **External communications** are targeted to potential members and the larger community

Some communications may be defined as both internal and external.

NONPARTISAN COMMUNICATION

Church communication channels may not be used for partisan political purposes.

AUTHORITY / RESPONSIBILITY

Oversight - The Board is responsible for oversight of all church communications.

Spokespersons - Authorized spokespersons are the Board of Trustees, and other persons designated by the Board of Trustees.

POLICIES

Policies for all communications outlined below are approved by the Board of Trustees.

METHODS OF COMMUNICATION

Church Website

Purpose - The church website is the public face of 1UUCWV on the internet. It should be informative and useful to members, friends, visitors and potential visitors. The site should always be a reliable source for up to date information about 1UUCWV.

Responsibility - The Church Administrator or their designee will act as webmaster for the site.

- Teams and Committees are responsible for ensuring up to date information and accuracy of information as well as content management of their respective pages.
- A representative from each team or committee should be appointed as a web editor to ensure content accuracy.

Guidelines -

- Web editors may obtain editing privileges through the webmaster to make changes to their content as needed or send the webmaster the information to be changed.
- Personal information will not be disclosed on the public site.
- 1UUCWV may link to external sites from time to time.

Privacy -

The site does not gather personally identifiable information about visitors. If statistics are gathered, they shall be limited to a tally of the total visits to a page on the site. While this Privacy Policy states our standards for maintenance of the 1UUCWV website, and we will make reasonable efforts to uphold these standards, we cannot guarantee these standards. Circumstances may arise in which information may be disclosed. As a consequence, we cannot be held liable for disclosure of personal information.

Email Lists

Purpose - The purpose of the email lists is to quickly communicate 1UUCWV news, member news, events, programming, and topical subjects of a spiritual nature with members and friends of the congregation.

Responsibility - UUCN has **five** email lists, Board of Directors, Bulletin-Newsletter, Committee Leaders YYYYY, Friends Members, and Members Only. The Board of Directors and the chair of the Membership Committee are the moderators for the lists.

Bulletin-Newsletter

This list is a general list that is comprised of anyone who wishes to receive email from 1UUCWV. All posts are held for moderation except posts from: the Board of Directors.

The following items are appropriate on this list -

- Upcoming events hosted by a team or committee of the church
- Announcements pertaining to church business or activities
- Notification purposes; examples: Faith Formation classes not being held due to inclement weather, telephone system at the church not working, emergency congregational meeting, reminder of seasonal time change, etc.
- Musings of a spiritual nature
- Clarifying questions about programs or events
- Inviting subscribers to an event in your home (open house, yard sale, party, etc)
- Letting list subscribers know of an event of interest in the area

Emails with any of the following will not be accepted:

- Sexually explicit language or photos
- Derogatory or inflammatory comments
- Using list to solicit business
- Posts that do not represent our values or adhere to our covenant
- Information of a personal or sensitive nature

- Promotion of political candidates or events supporting particular candidates

Anyone who violates the guidelines will not have their message sent out and will be given a written warning indicating they have violated the guidelines and told specifically which part was violated. The notification of the warning will remain on file in the church office. If another violation occurs, the individual will either be warned again or removed permanently from the list. If the violation was egregious removal will be immediate and without warning.

Friends Members

This list is for sharing personal joys or concerns or items of a pastoral nature. Content shared on this list may sometimes include addresses, telephone numbers and/or email addresses of individuals. This is a closed list, meaning it is not open to everyone. All members are automatically enrolled in this list. Long term friends may choose to be on the list. It is moderated by the Board of Trustees.

The following items are appropriate for this list -

- Joys or sorrows of a personal nature that you wish to share
- Joy or sorrow of a close friend or relative that you wish to share - please do not use names if you don't have their permission to share
- Need for assistance (ride to appointment, help moving, ride to church)

Emails with any of the following will not be accepted:

- Promotion of political candidates or events supporting particular candidates
- Concerns that are broad in nature (worried about climate change, catastrophic events in the world)
- Sexually explicit language or photos
- Derogatory or inflammatory comments
- Posts that do not represent our values or adhere to our covenant
- Using list to sell personal items or solicit business

Anyone who violates the guidelines will not have their message sent out and will be given a written warning indicating they have violated the guidelines and told specifically which part was violated. The notification of the warning will remain on file in the church office. If another violation occurs, the individual will either be warned again or be removed permanently from the list. If the violation was egregious removal will be immediate and without warning.

Members Only

This list is for sharing information with congregation members who have signed the membership book and pledge funds and support to the First Unitarian Universalist Church of West Volusia.. This is a closed list, meaning it is not open to everyone. All members are automatically enrolled in this list. Long term friends may choose to be on the list. It is moderated by the Board Secretary.

The following items are appropriate for this list -

- Announcements pertaining to church business or activities

- Documents of interest to only members such as the church directory, financial / budget document prior to annual meeting
- Notification of policies, procedures, bylaws, etc.

Emails with any of the following will not be accepted:

- Promotion of political candidates or events supporting particular candidates
- Concerns that are broad in nature (worried about climate change, catastrophic events in the world)
- Sexually explicit language or photos
- Derogatory or inflammatory comments
- Posts that do not represent our values or adhere to our covenant
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Board of Directors

The members of this list are the Board President, Vice-President, Secretary, Treasurer, and three Member-at-Large members. This list is for sharing dates and times of important meetings, updates to 1UUCWV documents, of specific communications among Board members. All board members are automatically enrolled in this list. Membership in the list may change based on elections or resignations.

The Board Secretary is responsible for maintaining the list.

Committee Leaders YYYY (Where YYYY is the current year)

The members of this list are the chairs of the committees for the current year. This list is for sharing dates and times of important committee events. All committee chairs are automatically enrolled in this list. Membership in the list may change based on changes in appointment by the Board or resignations.

The Board Secretary is responsible for maintaining the list.

Subscription Removal from either list - A person may choose to unsubscribe from the list at any time. At the bottom of each email sent from both lists is a link to unsubscribe. If a person cannot locate this they may contact the Board of Trustees and ask to be unsubscribed.

Social Networking Media

Purpose - Facebook, YouTube, Twitter, Instagram, LinkedIn and other Social Networking Media that use 1UUCWV's name must support the church and its mission.

Responsibility - The Board of Trustee or its designee will be responsible for monitoring social media.

Guidelines - Use of any church created and maintained social networking sites should adhere to the following:

1. Content, postings or other information on such sites that are not in keeping with the mission of the church, the Seven Principles of Unitarian Universalism, or church policy will be edited or removed.
2. The following guidelines are intended to protect the privacy of those served by the congregation:
 - No names of minors should be published.
 - No phone numbers, addresses or email addresses should be published without consent.
 - Personal matters concerning individuals and families should only be entered by or with the approval of that individual.

Use of Official Name and Logo

Any use of the First Unitarian Universalist Church of West Volusia name or logo for branding or titling pages, blogs, or other similar elements of social media must be approved in writing prior to use by the Board of Trustee. Permission to use the name or logo of the church may be revoked at any time at the sole discretion of Board. This does not limit the ability of members of the 1UUCWV community from using the name of 1UUCWV to identify themselves in profiles, discuss matters relating to 1UUCWV, or other similar uses.

Photos/Video

We regularly take photos and video to document First Unitarian Universalist Church of West Volusia events. As a result, those who participate in First Unitarian Universalist Church of West Volusia activities may be photographed or videotaped. These photos or videos may be used on our communication channels.

- Individual adults may “opt-out” and let us know if they do not wish to have their image posted. They may do so by emailing firstuofwestvolusiadeland@gmail.com.
- A list of adults who “opt-out” of having their photo used will be maintained by the Board.
- Photos of children will not be posted unless their parent/guardian has given us permission on the Religious Education registration form. Children will never be identified by name.
- A list of children for whom we have permission to post photographs will be maintained by the Religious Education Director.
- Every photograph/video published will be checked against both lists to ensure the policy is maintained.