

# Communications Policy & Procedures

## 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 UUCN 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 Minister is responsible for oversight of all church communications. Should the church be without a Minister or the Minister is unavailable, oversight falls to the Church Administrator or their designee.

**Spokespersons** - Authorized spokespersons are the Minister, the President of the Board of Trustees, and other persons designated by the Board of Trustees and/or Minister.

## POLICIES

Policies for all communications outlined below are approved by the Minister and Staff.

## **METHODS OF COMMUNICATION**

### **Bulletin Boards**

**Purpose** - The purpose of the bulletin boards is to provide information to the congregation concerning matters relating to the church's mission. The term "bulletin board" shall be used to include any board or surface that has been approved for placement of notices or pamphlets.

**Responsibility** - UUCN Staff or their designees are responsible for maintaining bulletin boards.

In many cases, space limitations make it impossible to post all materials sent to the church for display or to keep them posted indefinitely. The space is appropriated as broadly as possible to information of general interest to the congregation for use by staff, programs, teams and committees of UUCN. In order to avoid confusion among members and a widely divergent interpretation of the purpose, the following guidelines have been made about materials that can be posted.

### **Guidelines -**

1. Teams, Committees and/or programs of UUCN that wish to use a "section" of a bulletin board in the Dining Room must contact the Church Administrator. Use will be evaluated and if approved granted for 30 days. Longer use will be granted provided information is updated by the user.
2. The bulletin boards in the main hallway of the Faith Formation Building are for staff use only.
3. Product notices or sales materials relating to profit making organizations cannot be posted under any circumstances nor can information about goods or services sold for profit by individuals, groups or companies. Beauty salons, dance studios, etc. are usually profit making institutions and cannot use church bulletin boards to advertise. To do so is a violation of IRS regulations.
4. Posters should include the sponsoring group, date, time and location of event. Because of the limited space, signs and posters should be no larger than 11x17 inches.
5. Personal notices about lost and found items or pets, garage sales, estate sales, autos for sale, etc. may be posted on the community portion of the bulletin board.
6. The staff reserves the right to refuse to post anything in conflict with the mission and charitable purposes of the church.

7. Signs and posters may only be displayed on approved bulletin boards. Nothing may be taped, stapled, glued, pinned or otherwise attached to walls, windows, doors, or other unapproved surfaces without the express permission of the staff.

### **Church Website**

**Purpose** - The church website is the public face of UUCN 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 UUCN.

**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.
- UUCN 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 UUCN 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 UUCN news, member news, events, programming, and topical subjects of a spiritual nature with members and friends of the congregation.

**Responsibility** - UUCN has two email lists, uu@uunashua.org and uu-cares@uunashua.org. The Minister and Church Administrator are the moderators for both lists.

**uu@ List** - This list is a general list that is comprised of anyone who wishes to receive email from UUCN. All posts are held for moderation except posts from: the Minister, the President and/or Vice President of the Board of Trustees, the Church Administrator and the Director of Faith Formation.

**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 a snowstorm, 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 (should be sent to uu-cares@)
- 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.

**uu-cares@ List** - 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 Minister and Church Administrator.

**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.

**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 Church Administrator and ask to be unsubscribed.

**Order of Service**

**Purpose** - To provide a visual guide for the flow of the Sunday service.

**Responsibility** - The Minister, staff person, guest, or lay leader who will be leading the service will send all information to the Church Administrator and all participating parties by 9:00am on the Thursday before the service. The Church Administrator is responsible for formatting, printing and publishing the Order of Service.

### **Guidelines -**

- A template shall be provided to the worship leader in advance of their service.
- Appropriate attribution will be included in the Order of Service for music and words or shared verbally during the service.

### **Announcements/Prelude Slides**

**Purpose** - The Prelude Slides are to provide a visual guide to participants to assist with the contemplative, reflective and spiritual component of the Sunday worship experience.

**Responsibility** - The Church Administrator and Director of Faith Formation create the Announcements in the Prelude Slides.

### **Guidelines -**

- The Announcements are produced by the Church Administrator and Director of Faith Formation on Thursdays.
- The Announcements are meant to provide a snapshot of the church's work for the next one-two weeks.
- Meetings, activities and events that pertain to the work and fellowship of church members and friends will be posted in the Prelude Slides.
- Information that should be included needs to be sent to the Church Administrator by 9:00 a.m. Thursdays (email at [uucnoffice@uunashua.org](mailto:uucnoffice@uunashua.org)).
- These announcements need to be brief and give the who, what, where, when and any contact information.
- They are subject to editing for space requirements.

### **Pulpit Announcements**

**Purpose** - Announcements from the pulpit are discouraged, unless they pertain to events happening that day.

**Responsibility** - The Minister or designee has sole authority to determine which announcements will be included.

### **Social Networking Media**

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

**Responsibility** - The Minister or Church Administrator or Minister's 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 Unitarian Universalist Church of Nashua 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 Church Administrator or Minister. Permission to use the name or logo of the church may be revoked at any time at the sole discretion of UUCN Staff. This does not limit the ability of members of the UUCN community from using the name of UUCN to identify themselves in profiles, discuss matters relating to UUCN, or other similar uses.

### **The weekly e-news**

**Purpose** - To communicate programs, events, news and other information relevant to our church on a weekly basis.

**Responsibility** - The Church Administrator or their designee is responsible for publishing the newsletter.

### **Procedures:**

1. **Deadline** - Articles or other submissions must be received in the church office by the published deadline, generally 9:00am on Wednesdays.
2. **Method** - Articles should be sent by email to [uucnoffice@uunashua.org](mailto:uucnoffice@uunashua.org). Written articles may also be submitted to the church office.

3. **Length** - Maximum length for most articles is 200 words. Longer articles are subject to editing. If articles need to be longer, they may be published on the church website and linked to in the newsletter.
4. **Changes** - All articles are subject to editing for clarity, brevity or style by the editor. Questions regarding appropriateness or content are resolved through consultation with the Minister.
5. **Priorities** - The editor will give items priority in the following order:
  - 1) News of Sunday Services.
  - 2) News of other services.
  - 3) News by the Minister and/or Board president
  - 4) News by the Director of Faith Formation
  - 5) Church Leadership news.
  - 6) Social Justice news.
  - 7) Church calendar.
  - 8) Upcoming church events.
  - 9) Church committee/team information.
  - 10) Upcoming events of affiliated or relational groups.
  - 11) Denominational and district information relevant to members and friends.
  - 12) Current issues of concern to organizations of which UUCN is a member.

### **Video Announcements**

**Purpose** - To communicate programs, events, news and other information relevant to our church on a weekly basis.

**Responsibility** - The Minister or their designee is responsible for creating and publishing the video to our Facebook group, YouTube channel and our website.

#### **Procedures:**

1. **Deadline** - Any content to be included in the weekly video is due by 9:00am on Mondays.
2. **Method** - Requests for inclusion into the video should be sent to the Minister in written format by email, text or US Postal Service or other common forms of written communication.
3. **Length** - At the discretion of the Minister.
4. **Changes** - All submissions are at the discretion of the Minister for inclusion.

### **Photos/Video**



We regularly take photos and video to document UU Nashua events. As a result, those who participate in UU Nashua 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 [uucnoffice@uunashua.org](mailto:uucnoffice@uunashua.org).
- A list of adults who “opt-out” of having their photo used will be maintained by the Church Administrator.
- Photos of children will not be posted unless their parent/guardian has given us permission on the Faith Formation 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 Director of Faith Formation.
- Every photograph/video published will be checked against both lists to ensure the policy is maintained.