

Facebook Procedures

Presented by Jean Helms, Administrative Director

Created 11/01/12; updated 2014; updated 2016

These procedures cover both the social group and the public page.

Please ask if you have any questions. Jean: admin@unitarianlincoln.org

The Unitarian Church of Lincoln has created a Social Group on Facebook called **"The Unitarian Church of Lincoln Social Group"** which has a picture of the Wayside Pulpit and quote at the top. It is a Group, which differs from a Personal Account or Facebook Page, and is primarily maintained by our Administrative Director. Other Administrators include the current Chair of the Public Relations Committee. Facebook Groups are a place for people to share their common interests and express their opinions. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

This is the direct link: <https://www.facebook.com/groups/6166217787/>

The Unitarian Church of Lincoln has also created a Public Page on Facebook called **"The Unitarian Church of Lincoln"** which has a picture of the front of the building at the top and the profile is a picture of the chalice with candles. It is a Public Page which anyone can Like. If they post, message or ask a question it will go into the sidebar to the left and not onto the timeline itself. The only posts that appear on the timeline are those posted by an administrator of the page. The Public page is primarily maintained by our Administrative Director. This Public Page is a place for our church to represent itself to the public by sharing more about our Services, our Principles, Traditions and Values. Pages have the potential to be an important tool in attracting potential members. If you comment on posts on this Public Page it greatly increases their outreach.

This is the direct link: <https://www.facebook.com/UnitarianChurchofLincoln/>

These Procedures set forth a number of guidelines for the content on the Facebook Social Group and the PUBLIC PAGE:

- The purpose of this free social media tool is to connect with members, friends, visitors, and potential members.
- The Unitarian Church of Lincoln Mission Statement, Contact Information, Worship Service times, website address, and a "Statement of Group Page Purpose" should be displayed in the "About" section.
- The Facebook Group content will primarily promote activities sponsored by The Unitarian Church of Lincoln, activities in which members or friends of the Unitarian Church of Lincoln are participating and social justice work in the greater Lincoln area.
- Other types of content may include personal comments, information or photos related to Unitarian Universalism and The Unitarian Church of Lincoln.

- Use of this social media tool for advertising commercial businesses is strongly discouraged and such content may be removed.
- All content must strictly adhere to Facebook Community Standards Policies www.facebook.com/policies/.
- Postings will be checked for inappropriate content by administrators on a daily basis.
- New content will be added by an administrator at least once per week.
- Administrators reserve the right to add a disclaimer in the comments section of a post such as “This event is not being sponsored by The Unitarian Church of Lincoln” and/or “The views expressed in this post do not necessarily reflect the views of The Unitarian Church of Lincoln.”
- Individuals posting are encouraged to state clearly that they are posting their personal views and not necessarily the views of The Unitarian Church of Lincoln, particularly on any post which could be construed as political in nature or that diverges greatly from our commonly held principles and traditions.
- Administrators reserve the right to remove any content that does not comply with the guidelines contained herein; habitual offenders may be blocked from further contributions to the Group page.
- All users of this social media tool are encouraged to immediately report any potential inappropriate content to the Group Administrator.

STATEMENT OF GROUP PAGE PURPOSE

The Unitarian Church of Lincoln welcomes all people to contribute to conversations on this Group page and to share content that relates Unitarian Universalism, Social Justice and Community Activities. Wall posts, comments, photos, and other content posted on this page are expected to be relevant and respectful. The Unitarian Church of Lincoln has the right to delete any inappropriate content from this Group page, including but not limited to: irrelevant content, hateful content, financial solicitations, commercial advertisements, and content that violates Facebook’s terms of use, code of conduct, or community standards. Content that violates Facebook’s policies may also be reported.