

# **UNITARIAN CHURCH OF LINCOLN COMMUNICATIONS PROCEDURES AND POLICIES DRAFT**

**End Users: Staff and Member Volunteers in communications  
August 13, 2020**

*Editors notes:*

- *This document grew out of the Communications Audit process which began in the Fall of 2019. It is, in part, a response to strategic direction from the Board of Trustees.*
- *I consider this document to be a living document, meaning that changes will be made based on further insight as the plan develops and more questions are answered.*
- *As this document has been in development, many have asked essentially the same question: "Who will be the end user of this document?" Which is why that information is included within the heading.*

## **COMMUNICATIONS PROCEDURAL GUIDELINES**

The Unitarian Church of Lincoln administrative staff will continually work to ensure that we are speaking with one voice and projecting consistent messaging across platforms. The operational systems will be developed with the goal of transitioning some tasks to volunteers in 2021 and/or a Communications Coordinator in 2022. The administrative staff will review communications procedures annually.

All internal and external communications shall:

- Be in keeping with UU principles and values;
- Contain no profanity or inappropriate language; and
- Include no partisan political announcements.

## **INTERNAL COMMUNICATIONS**

Internal communications shall be transparent, open, and accessible.

## **PERSONAL INFORMATION**

The Unitarian Church of Lincoln will collect personal information (e.g., email addresses or phone numbers) from Members and Friends only with permission.

The Unitarian Church of Lincoln will not sell or rent personal information.

The Unitarian Church of Lincoln will not release personal information to organizations as required in normal business practices or requested by our national association.

## **INFORMATION SYSTEMS ASSETS**

The Uniform Resource Locator (URL) "www.unitarianlincoln.org" website pages, its logo, tagline and content are the property of The Unitarian Church of Lincoln, Inc.

URLs for additional cloud-based services (e.g., YouTube, Google, Facebook, Instagram) managed by the Unitarian Church of Lincoln staff and their content are property of The Unitarian Church of Lincoln, Inc.

## **GUIDELINES FOR POSTING**

The general guideline for managing social media is to provide a good mix of types of messages - educational resources, advocacy campaigns, humor/fun, events and classes, inspirational quotes. This includes posts by admins/moderators, staff members, church leadership, members and friends. Further guidelines specifically for social media behavior are found in the next section.

## **FACEBOOK PROCEDURES**

(Also applied to other social media such as Instagram)

Full document in private UCL Facebook Social Group Files. Direct Link:

<https://www.facebook.com/groups/6166217787/permalink/10157979257437788>

## **RESPONSIBILITY & AUTHORITY**

The Minister has the final authority on all website and other social media content.

Oversight of the day-to-day operations of the religious professional staff members and staff management system applications resides with Ministry.

Oversight of the Unitarian Church of Lincoln website and social media platforms resides with the Administrative Director and the Minister. For the time being, these two individuals are the only staff who are allowed to make or share posts on the public Facebook page.

Other staff and volunteers may assist in monitoring other private Facebook Group activities (e.g. Unitarian Church of Lincoln Religious Growth and Learning Parents and Parents Open Circle.)

Any external URLs linking to [www.unitarianlincoln.org](http://www.unitarianlincoln.org), URLs embedded at the [www.unitarianlincoln.org](http://www.unitarianlincoln.org) website, or substantive changes to design or content of the [www.unitarianlincoln.org](http://www.unitarianlincoln.org) website must be administered by the administrator, appointed staff or appointed volunteers. The minister has the final authority over the design and content of the website.

Access on the Unitarian Church of Lincoln's behalf to cloud based services where all Unitarian Church of Lincoln social media (including the website) and database management systems applications reside is limited to staff, excepting the internal member-facing functions of the Realm database system.

The Administrative Director will seek direction from the Minister when:

- a. Potentially controversial issues arise, or

- b. Major changes in scope of the website or changes in content at the website or social media platforms is planned, or
- c. Significant changes in functionality or scope of member database management system applications are planned.

### **CANCELLATION OF SCHEDULED ACTIVITIES**

If it is necessary to cancel a Sunday Service or other scheduled activity affecting a large number of Members and Friends, the responsibility for the decision to cancel will fall to the Administrative Director (or the person serving in their place on vacation or extended leave) in consultation with the Minister.