



Social Media Tools & Policies

As we learn to integrate social media and other communication tools in our ministry, having clear policies and protocols is very important. We anticipate that these policies will grow and evolve as our social media presence grows.

Social media is often the first image our congregation presents to newcomers and visitors. It is important to be mindful of how we present the congregation through these social media channels when posting/publishing as Neighborhood Unitarian Universalist Church.

All NUUC communications should directly support the mission of the church, our activities and programs, and adhere to our Promotion of Right Relations. If there is a post from a member or visitor that violates this policy, bring it to the attention of a minister or the Director of Membership and Communications. If it is in violation, the comment/post will be deleted with a message to the individual affirming our social media usage policy and Promotion of Right Relations.

Social Media Usage Policy: We welcome all people to contribute to conversations and to share content directly related to Neighborhood Church and Unitarian Universalism. Posts, comments, photos, and other content posted are expected to be relevant and respectful.

We have the right to delete any inappropriate content, including but not limited to: irrelevant, redundant, hateful, malicious, uncivil or disrespectful content; attacks or complaints against an individual; financial solicitations; endorsements of a political candidate or party; and content that violates terms of use, code of conduct, or other policies.

Promotion of Right Relations: The well-being, strength, and reputation of our church depend on a sense of fellowship among the members, friends, and staff, which thrives in an atmosphere of trust, respect, and cooperation. Within such an atmosphere, differences of opinion and their resolution through compromise or consensus can enhance a sense of community. We recognize that conflict may arise from time to time and that, when it does, its management and resolution are paramount.

To promote right relations, we all should adhere to the UU Principles and Purposes, exhibiting the following behaviors that enhance the dignity and inherent worth of all participants: expressing sincere appreciation; allowing for human fallibility; dealing directly with each other; being creative in problem solving; maintaining a sense of humor; actively listening and clarifying what we hear; letting others have their say; respecting boundaries that may differ from our own; respecting confidentiality; refraining from harmful gossip about others; and speaking honestly.

General Social Media Policies

1. All social media postings are speaking for the Church, not individuals. Be mindful of what you are “liking” and the tense you are using (We, not I).
2. Posts advertising private businesses or political candidates are NOT permitted.
3. Do not post an image of a child without a parental waiver.
4. If a post or comment made by a member is potentially harmful to themselves or others, immediately contact a minister.
5. All posts on the church’s social media channels reflect, or can be perceived to reflect, official stances and policies. If a member post is unclear as to whether they are representing the church, their post may be moderated as: “this represents the opinions of this individual, and not Neighborhood Unitarian Universalist Church.”
6. All content should be free of typos and grammatical mistakes.
7. All words, pictures, videos, music, and other media must be the original work of the person posting or be attributed appropriately and follow all copyright laws.
8. Any changes made to themes/profiles pictures/color schemes must be approved by the Director of Membership and Communications or the Senior Minister.
9. Formally recognized NUUC affinity groups may request posts of their events a maximum of once per week per channel.

Communication Tools & Resources

Each of the resources listed below function much more efficiently in tandem with other resources. No single communications strategy best serves our church community, but a combination of each with similar and repeated information is ideal. The NUUC executive team will determine a monthly content strategy to prioritize church messaging and communications.

Weekly electronic bulletin

This resource was created to respond to our need to provide timely, current information to our members and friends. It replaces much of our current monthly newsletter, which is often out of date as soon as it is printed. We currently send this bulletin out to 1,118 members and friends.

Target audience: church members and visitors.

Website

This resource was redeveloped approximately five years ago, but is desperately in need of updating. While the information is current and updated regularly by our office coordinator, we would recommend a more dynamic site that provides greater access to our other communications resources through link feeds from our blog, Twitter account, Facebook, etc. And with the addition of a new, password protected member directory this fall, we have an increased need to provide better member resources on the website.

Target audience: primarily church visitors & shoppers, though portions provide important member resources like the calendar.

Facebook

We currently have over 400 people active on our Facebook page. This has become a significant form of communication within our community that transverses generational lines. We also have a number of affiliated group Facebook pages (Voyagers, Singletarians, Rainbow Connections).

Target Audience: church members and friends

Communication Strategy: No more than one post per day, preapproved and informed by the weekly editorial calendar:

- Monday – inspiration prayer/post
- Tuesday – open activity/event
- Wednesday – open activity/event
- Thursday – e-bulletin
- Friday through Sunday – Worship related

Objective:

1. NUUC event and activity advertisement
2. Community building and inspiration
3. Newcomer and visitor orientation
4. External community and denominational outreach

Policies:

1. NUUC has an official church Facebook page as a “place.” Anyone can “like” our page and follow our updates and posts through their feed. Any individual can post to our wall under their own names. It is important, therefore, that Facebook posts be monitored and moderated, if necessary.
2. Currently, all NUUC staff are listed as administrators of our Facebook page. The Director of Membership and Communications is primarily responsible for moderation, but if you observe a post that violates our usage policy or Procedure of Right Relations contact the Director of Membership and Communications as soon as possible.
3. Only church administrators may post photos or videos and may tag individuals in the photos. It is our current policy, however, NOT to tag individuals in photos. Please also make sure you do not post images of children without a parental waiver.
4. Do not comment or “like” other pages as NUUC. If you comment as NUUC on our own page, please be mindful of the tense “we” rather than the singular “I.”

5. Our Facebook page reflects official church policies and stances. Therefore we will only officially “like” the following types of pages/groups: denomination-wide, district-wide, interfaith partners, social justice partners, NUUC affinity groups.
6. Do not edit the page or add any additional Facebook applications without prior approval.
7. NUUC affinity groups may contact their staff liaison to request an official Facebook group page that is connected and representative of NUUC. It must clearly state our usage policy on their page and contain one staff moderator. All activities and posting must adhere to our social media policies, Promotion of Right Relations, and church mission.

Twitter

This is the fastest growing communication strategy we are currently using. It is much more of a conversational medium and more instantaneous than Facebook. Unlike Facebook’s one post approach, Twitter can involve multiple tweets back and forth and therefore requires more attention and moderation with follow up replies and direct messages. Anything we post on our Twitter feed is currently set up to populate our Facebook page.

Target Audience: church members and friends, other UU churches and UUs nationwide.

Communication Strategy: No more than one post per day, preapproved and informed by the weekly editorial calendar:

Monday – inspiration prayer/quote
Tuesday – open
Wednesday – open
Thursday – e-bulletin notification
Friday through Sunday – Worship related

Objective:

1. Community building and inspiration
2. External community and denominational outreach

Policies:

1. Currently, only the Director of Membership and Communications officially tweets for the church. If you have an issue or comment that would be relevant and beneficial to a national audience, please let her know and she’ll schedule a tweet for you.
2. In an effort to grow our account and expand our message, relevant tags are used for each tweet.

3. We do not follow each person that follows us – many are spammers. We currently follow other UU congregations, UU ministers, UU affiliates, community organizations, interfaith partners, denominational and district-wide partners and resources, church members and friends.
4. All Twitter conversations must be relevant to the church's mission and communication strategies.
5. Ensure that all quotes are attributed correctly and correctly use the Retweet and Modified Tweet methods.
6. Separate Twitter accounts created by officially recognized church groups and committees must be reviewed and approved by their staff liaison and the Director of Membership and Communications and/or the Senior Minister before any advertisement of the account occurs. Overall, it is best to tweet consistently from the church's account, but some groups have very specific, external audiences that can benefit from a separate communication strategies (Rainbow Connections, for example).

Blog

This resource serves as an outlet for minister thoughts and musings, along with submitted and approved member contributions. This medium, coupled with all of our other communication tools, will help to replace and update our current newsletter. Church members may submit blog entries that address and focus on issues of spirituality, NUUC mission, and general overarching Unitarian Universalism. The blog may not be used for event advertisement. All submissions are reviewed by the Director of Membership and Communications and/or the Senior Minister.

Target Audience: church members and friends, other UU churches and UUs nationwide.

Communication Strategy: a minimum of one weekly blog entry, with no more than four per week. Ministers currently submit a blog entry each week, typically on Wednesdays.

Objective:

1. Community building and inspiration
2. External community and denominational outreach

Pinterest

This is the communication tool most unlike the others. It is not based on narrative, but on the visual. This particular medium is increasingly popular with younger visitors who may check out our website and our Pinterest site. We have organized it as an introduction and orientation to Unitarian Universalism. The secondary use of this communication tool is as an online portfolio for potential wedding and special event clients.

Target Audience: newcomers and visitors, external community members, potential rental clients.

Communication Strategy: “Boards” are updated, as necessary. Church groups and committees are encouraged to work with their staff liaison and the Director of Membership and Communications to develop boards that capture their work and events.

Objective:

1. Newcomer and visitor orientation
2. Rental client and community group advertisement
3. NUUC event and activity archives

Social Media Production Strategy

Monthly : PLAN

- Content strategy planning session: Identify what’s coming up. Schedule campaigns.
- Define Key Messages
- Create editorial calendar

Weekly: CREATE

- Batch content creation
- Schedule tweets and posts: utilize *Hootsuite* to plan and schedule week’s postings

Daily: MODERATE

- Check on scheduled postings
- Moderate feeds at least 2x per day