



The purpose of this policy is to provide a working structure ensuring that established UUFBC communication outlets are used with maximum benefit in support of the Fellowship's mission statement and the UU principles.

Creating and maintaining a unified voice for all UUFBC communications strengthens the UU brand ensuring a more cohesive and recognizable message throughout the community.

### Scope

- Website
- E-news
- Facebook page

- YouTube
- Sunday bulletin
- Media contact/press releases  
Outgoing media contact/press releases and other "outgoing" media requests are distributed by the Communications Committee with formal approval from the Board of Directors.
- Incoming media requests are dispatched to Communications committee members by office volunteers.
- Communication Committee Members are volunteers or hired staff who are approved to work on the outlets listed under "scope."

Any proposed UUFBC communication outlets will be added only after discussion by communications committee members and sent to the Board for discussion and final approval.

Any newly proposed UUFBC communication outlets must include an operational plan that includes how it will be maintained and who will maintain it. Proposed UUFBC communication outlets will be added only after discussion by Communications Committee members and sent to the Board for discussion and final approval.

## Official External Communication

In situations where UUFBC must make an official statement to the press, public, or to authorities, the Board President and/or Minister are empowered to represent the UUFBC. If contacted by any outside entity regarding a statement, others should refer them to the Board President and/or Minister. If these persons are not available, no comment should be made; it should be stated that the Board

President and/or Minister will make contact as soon as possible.

## UUFBC OFFICE EQUIPMENT

All above listed communication outlets, including all content, are the sole property of the UUFBC. All communications and content is owned by the fellowship, falls under Board governance and must be in compliance with the seven principles in content, tone and spirit. These sites will be monitored regularly by the Communications Committee and are governed by the board of directors.

All office equipment in the UUFBC office is the sole property of the fellowship. No personal files or property may be stored on any equipment. All files and communications which are stored or transmitted to and/or from this

equipment is owned by the Fellowship and falls under the governance of the UUFBC board maintaining compliance with the seven UU principles in content, tone and spirit.

## GOVERNANCE

All Communication Committee Members who edit the above sites are required to sign a document stating they agree with the UUFBC Policies and Procedures and agree to comply with all of them.

Communication Committee members are volunteers or hired staff who are approved by the Resource Development Team to work on the outlets listed under “scope.” The “working committee” includes volunteers who regularly update systems and/or produce communication products on behalf of UUFBC. Committee members must have the required skills set to

achieve all stated goals. All volunteers shall be governed by our congregational covenant.

Committee meetings shall be on an “as needed” basis due to the heavy demand of time required to maintain all communication outlets.

Any and all concerns regarding communications should be directed to the Resource Development Team Leader and the Board of Directors Resource Development Liaison.

### Communication Procedures

1. Send all requests via email to:  
[info@uuofbaycounty.com](mailto:info@uuofbaycounty.com)
2. DO NOT copy anyone on the communications team in your email as this only leads to confusion and a waste of volunteer time.
3. In the subject line of your email please put “Communication Request.”

4. Give as much lead-time as possible. E-news submissions must be received no later than Tuesday to be considered for that week's publication. Website graphics can easily take more than a week to produce.

5. Make your request as "print-ready" as possible. Do not expect volunteers to write an article for you.

6. Make sure all pertinent information about event includes specific details:

- Who
- What
- When
- Where
- Why
- List any actions needed

The Communication Committee reserves the right to edit or refuse a submission as deemed appropriate to ensure that all content support

our UU principles; is germane to our Fellowship's mission; and meet the stated deadlines.

As space allows, "community news" items will be promoted across the outlets. These events must be pertinent to the mission of the UUFBC.

The Members & Friends contact information shall be made available to UUFBC members via the Member Only section of the website and made available upon request to members at the Fellowship office.

If any member does not want their contact information published or distributed to members, such a request will need to be communicated to the Fellowship office.

Any UUFBC member who does not want photos shared on the website, must likewise share that request to the Fellowship office.



## SECURITY

Access to social media outlets will be granted based on skill level and the need to complete task.

A contingency back-up resource will be developed for each communication outlet.

Process maps detailing the step-by-step processes and access codes required to produce and update communication pieces shall be maintained for each outlet.

Access and passwords for all software required to produce communication products for all outlets shall be secured and retained by the designated website administrator(s).

An outside consultant shall be retained to provide quarterly reviews of the website

platforms and software to ensure security measures are in place and current.

Communication policy & procedure updated  
September 1, 2015