

## **8.0 COMMUNICATIONS**

### **8.01 Communications Policy**

*Effective September 2015*

*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.*

1. Creating and maintaining a unified voice for all UUFBC communications strengthens the UU brand ensuring a more cohesive and recognizable message throughout the community. The SCOPE of this policy shall include:
  - a. Website
  - b. E-news
  - c. Facebook page
  - d. YouTube
  - e. Sunday bulletin
  - f. Media contact/press releases
2. Outgoing media contact/press releases and other "outgoing" media requests are distributed by the Communications Committee with formal approval from the Board of Directors.
3. Incoming media requests are dispatched to Communications committee members by office volunteers through [info@uuofbaycounty.com](mailto:info@uuofbaycounty.com)
4. Communication Committee Members are volunteers or hired staff who are approved to work on the outlets listed under "scope."
5. Proposed UUFBC communication outlets will be added only after discussion by communications committee members and sent to the Board for discussion and final approval.
6. Proposed UUFBC Communication outlets must include an operational plan that includes how it will be maintained and who will maintain it.
7. Proposed UUFBC communication outlets will be added only after discussion by Communications Committee members and sent to the Board for discussion and final approval.

8. Official External Communication

- a. 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.
- b. 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
- c. President and/or Minister will make contact as soon as possible.

**8.02 Social Media Policy and Office Equipment**

*Effective June 1, 2013*

1. All above listed communication outlets, including all content, are the sole property of the UUFBC.
2. All communications and content is owned by the fellowship, falls under Board governance and must be in compliance with the UU Seven Principles in content, tone and spirit.
3. These sites will be monitored regularly by the Communications Committee and are governed by the board of directors.
4. All office equipment owned by UUFBC is the sole property of the Fellowship
  - a. No private files or property may be stored on any equipment
  - b. All files and communications which are stored or transmitted to and/or from this equipment is owned by the Fellowship, falls under the governance of the UUFBC board, and must be in compliance with the UU Seven Principles in content, tone and spirit.
5. UUFBC website ([www.uuofbaycounty.com](http://www.uuofbaycounty.com)) and the UUFBC Facebook page, including all content, are the sole property of the Fellowship.
  - a. All communications and content is owned by the Fellowship, falls under the governance of the UUFBC board and must be in compliance with the Seven (7) Principles in content, tone and spirit.
  - b. These sites will be monitored regularly by the Board to ensure compliance

- c. All board members, employees and any volunteers who edit the above sites are required to sign a document stating that they agree with the UUFBC Policies and Procedures and agree to comply with them.
6. Members & Friends contact information shall be made available to UUFBC members via the Members Only section of the UUFBC website and made available upon request to members at the Fellowship office.
  - a. If any member does not want their contact information published or given out to members, they will need to make that request known to the Fellowship office and their information will not be made available to the UU membership.
  - b. Any UU member who does not want their picture posted on the UUFBC website will need to make this request known to the Fellowship office and their wishes will be respected.

### **8.03 Governance**

1. 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.
2. Communication Committee members are volunteers or hired staff who are approved by the Board to work on the outlets listed under “scope.”
  - a. The “working committee” includes volunteers who regularly update systems and/or produce communication products on behalf of UUFBC.
  - b. Committee members must have the required skills set to achieve all stated goals.
  - c. All volunteers shall be governed by our congregational covenant.
  - d. Committee meetings shall be on an “as needed” basis due to the heavy demand of time required to maintain all communication outlets.
3. Any and all concerns regarding communications should be directed to the Board of Directors.

