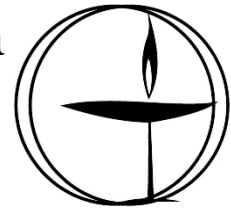


Media and Communications Policy

Unitarian
Universalist
Church of
Catawba Valley



Approved by the Board of Trustees

Name of Board President : Nancy Hatley

Approval/Effective Date: 11-19-20

Revision History: None

Purpose: The purpose of this policy is to inform and provide guidelines and procedures for UUCCV's members and friends in the usage of media and communications.

Policy: All communications/media which includes first class mail, email, newsletter, Breeze, UUCCV website, UUCCV Facebook page, video recordings, Zoom and live service recordings, and contacts with the public media are guided by our UUA principles and values as well as our Covenant of Right Relations.

Procedures: All members and friends must adhere to the following procedures:

1. Confidentiality of personal information must be maintained.
2. The intention to photograph or record services or events must be announced to attendees.
3. Written permission must be obtained from a parent or legal guardian to post photographs or recordings of children under the age of 18. Registration in church school requires an RE registration form, which includes a photo/recording release form. All parents/guardians of children/youth under 18 years old must complete the RE registration form and return it to the Operations Assistant. This form will be maintained in a secure area and limited to selected personnel. Parents of children who are not registered in the Religious Education (RE) program will be given a photo/recording release form.
4. Copyrights of all borrowed materials must be respected.
5. Contributions to the newsletter or posts to social media will not be included or will be removed if they contain insensitive, inflammatory, offensive language, or images. Partisan political views will not be included or will be removed.
6. Solicitations to support personal or organizational fundraising are not permitted without prior approval of the Board of Trustees.

7. No form of church mass communication/media should be used for airing grievances. Members and friends are urged to contact each other directly to share their concerns or to share their concerns with committee chairs. If not resolved, members should bring the grievances directly to the Minister or board member. Members are encouraged to use steps as outlined in our Covenant of Right Relations.

I. Newsletter:

A. The UCCV newsletter, "Currents," covers all church related activities and announcements such as the church calendar, upcoming Sunday services, the minister's column, biographies of new members, notifications of congregational meetings, events, and stewardship information.

B. A community section is available to submit news of local activities that are in keeping with our UUA principles and values.

C. The President and or Secretary of the Board of Trustees will provide the minutes from the monthly meeting as well as any newly approved policies.

D. Currents is published weekly by email on Saturdays. The deadline for submissions is before the preceding Wednesday morning. Submissions may be made by email to the Operations Assistant at admin@uuhickory.org and copied to the minister at melissa@uuhickory.org.

E. Every attempt should be made to communicate through Currents and through Sunday service announcements. In rare circumstances, an all-congregation email may be necessary and time sensitive. "All-church" emails are solely to conduct church business. These may include deaths, cancelations of major church events, or other extraordinary news that relates to the congregation. "All-church" e-mails are authorized by the President of the Board or the minister. If neither of those individuals are available, the president-elect can authorize an emergency or extraordinary email.

F. Members and friends who do not use email may request a mailed copy of the newsletter from the Operations Assistant.

II. Breeze:

A. Breeze is a web-based church management software. The UCCV uses this software to offer church members and friends a convenient way to find phone numbers and email addresses and other information provided by the member or friend in their profile. It is used for the purpose of connection and conducting church business. Breeze is not designed to provide

calling or email lists for non-church business and should not be used in that manner by members and friends of the congregation.

B. Each member or friend of the church will be added to the program by the Operations Assistant.

III. UCCV Website and Official Facebook page:

UCCV maintains a website, (www.uuhickory.org.) and an official church Facebook page (<https://www.facebook.com/uuhickory>) to provide helpful information for members, friends and visitors about our congregation and its programming.

A. The Operations Assistant of the church is the primary person who manages the content for the Website and Official Facebook page. The minister may create posts and has the authority to grant posting privileges to other congregants. Members may contact the Operations Assistant or Minister with any information they would like posted on the official Facebook page or website.

B. Facebook Content is frequently monitored by the Operations Assistant who has the authority to remove inappropriate material.

C. Materials from Breeze (not including member contact information), UUA content, and content from non-partisan organizations who share our values may be included.

IV. Facebook Members and Friends Group:

The church maintains a private, congregational Members and Friends Facebook Group to promote online dialogue and information sharing. Violation of this policy will result in removal of posts and/or group access.

A. Content is frequently monitored by the Operations Assistant who has the authority to remove inappropriate material.

B. See Operations Assistant for information on how to join the Members and Friends Facebook Group.

C. Group members should observe all guidelines in this policy in addition to the following:

1. Intended Uses

- To promote community building, inspiration, and announcements not typically shared on our public Facebook page or website.
- To provide opportunities for online dialogue on social and environmental issues of concern to the members.
- To provide a protected and supportive forum for the discussion of spirituality and religion.
- To increase a positive social interaction within the congregation by providing members with common interests another way to connect.
- Although UCCV staff may participate, it is intended primarily for member-to-member communication.

2. Rules and Guidelines

- The Operations Assistant has been delegated to serve as group administrator with the authority to delete posts and remove members who do not abide by the rules.
- No posts promoting fundraising, business solicitation, political parties or candidates are allowed.
- Posts should be respectful and seek positive interactions that increase bonds and community rather than encouraging division among us.
- Only parents or guardians may post pictures of their children.
- Anyone posting to the UCCV Members Facebook Group is encouraged to use original photos of our members and events.
- Violation of the general policy or the additional policies of the UCCV Members and Friends Facebook Group will result in the removal of posts and/or group access.

V. Zoom:

A. UCCV employs Zoom to teleconference church services, congregational meetings, church meetings, and social gathering/support groups.

B. The Operations Assistant or another delegated host will manage and oversee Zoom operation during church services. Hosts are delegated by a member of the Program Committee.

C. Attendees at recorded services are given an opportunity to opt out of recordings.

D. Any attendee who is disruptive may be muted or removed from the Zoom meeting.

VI. Contacts with public media:

A. In general, local TV news, radio, or newspaper media should be referred to the minister or president of the board or another board member.

B. In speaking to the media, congregants and friends who are identified with the UCCV must recognize they are “speaking for the church” and, thus, must pay particular attention to this Policy.

[Note: This document has been prepared with the assistance of UU Congregation of Fairfax who posted their Social Media Operational Policy on the UUA website for use by UU congregations and the UU Congregation of Charlotte who shared their members Facebook policy. Portions of their policies have been incorporated herein.]

Related Forms:

- Child/Youth RE Registration Form
- Photo/Recording Release Form