



## REVISION HISTORY

This document replaces the Facebook Policy, Version 1.0, which was approved by the Board of Trustees on June 8, 2011.

## BACKGROUND/PURPOSE

The Communications Committee maintains the UUCWC Facebook page. Several other groups within UUCWC also have established Facebook pages. This policy sets forth standards for establishing social media sites under the UUCWC name and a code of conduct for their use.

## POLICY

Committees, ministry teams, or other groups may establish Facebook and other social media sites for internal use. It is the policy of UUCWC that when a site is established under the name of UUCWC:

- The site relate to the mission of UUCWC, its members' congregational and spiritual interests, and Unitarian Universalism;
- The site be a closed group, not an open site whose content is freely accessible outside the group;
- The group appoint two moderators with responsibility for monitoring its content (or changes to it) and identify the moderators to the Communications Ministry Team;
- The moderators have authority to remove material that conflicts with UUCWC's mission, its Covenant of Right Relations, and/or the principles of Unitarian Universalism.

IRS guidelines prohibit not-for-profit religious institutions from engaging in electoral politics, i.e., making any statements supporting or opposing any candidate or political party. This prohibition extends to posts on open, publicly accessible UUCWC Facebook pages.

## GUIDELINES

Groups at UUCWC have the freedom to establish social media sites that serve their purposes and further the mission of the church.

While social media can be a vehicle for self-expression, any posts on a social media site bearing the name of UUCWC are a reflection of the church. Because of the impact these posts may have on the external and internal reputations of the church, it is important to use discretion when posting content to these sites.

### Open vs. closed pages

The official UUCWC Facebook page is an open, publicly accessible page. This page promotes UUCWC services, public events, and other items that are consistent with Unitarian Universalism principles to the public. The Community-Building Facebook page is also an open, publicly accessible page. This page promotes internal events to the congregation and visitors for the purpose of engaging and promoting community.



Adult members and friends who post their name or likeness on open pages should sign a [Publicity Release form](#) and file it with the Communications Ministry Team. Those who do not and who post to public UUCWC Facebook pages bear full responsibility for the consequences of their actions and agree to hold UUCWC harmless for those consequences.

Permission must be sought from parents before posting names or photos of minors on public Facebook pages.

Those who post content to these pages should not “tag” other individuals in their posts, as the poster may not know whether the person tagged has chosen not to sign a Publicity Release form.

All other social media sites operating under the name of UUCWC or specifically for its members and friends are considered special-interest sites and their content should be closed from public view.

### **Posting content, monitoring, and enforcement authority**

Whether a social media page is open or closed, posts should be respectful of others and within our Covenant of Right Relations. To ensure that expression on these sites is in keeping with this covenant, each site should appoint two moderators who, preferably, are not a couple. The moderators have responsibility for inviting and accepting new members and for monitoring content. The moderator may exercise his or her judgment and has the authority to remove or edit content that is not consistent with our Covenant of Right Relations.

When content that is not consistent with this covenant may warrant removal, the moderator may exercise authority to do so. Although each group should be self-policing, multiple removals of one individual’s posts may warrant additional action. In such cases, a moderator may seek guidance from the Right Relations Committee. The Right Relations Committee reserves the right to determine whether the activity is subject to the provisions of the Disruptive Persons Policy.

### **Additional considerations**

- Employees or lay leaders of UUCWC are not to publish, post, or release any information that is considered confidential or not public.
- Public social media posts may generate press or legal questions. Such inquiries should be referred to people who are authorized to speak on behalf of the church, as stipulated in the Media Relations Policy.
- Personal contact information for individual members of the congregation (phone number, e-mail or postal address, etc.) should not be posted on any UUCWC social media site.

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