



## REVISION HISTORY

This document replaces the Social Media Policy, Version 2.0, which was approved by the Board of Trustees on June 8, 2011.

## BACKGROUND/PURPOSE

The church office maintains the official UUCWC Facebook page, an open, publicly accessible page which 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 established to promote a sense of community among UUCWC members and friends. 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. When a site is established under the name of UUCWC:

- The site must relate to the mission of UUCWC, its members' congregational and spiritual interests, and Unitarian Universalism;
- The site must be a closed group, not an open site whose content is freely accessible outside the group;
- The group establishing the site will appoint two moderators with responsibility for monitoring its content (or changes to it)
- The site moderators have the authority and responsibility to remove any material that conflicts with UUCWC's mission, its Covenant of Right Relations, and/or the principles of Unitarian Universalism. The Right Relations Committee reserves the right to determine whether the activity is subject to the provisions of the Disruptive Persons Policy.

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.

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.