



## REVISION HISTORY

Revision of policy approved 06/14/2017

## BACKGROUND/PURPOSE

The church office, in conjunction with the Communications Team, is responsible for the development and maintenance of the UUCWC website. This document sets forth guidelines for appropriate usage of the website and content, and includes provisions for the protection of congregants' privacy.

## POLICY

The UUCWC website serves three primary functions:

- (1) To serve as a vehicle for communication with the external community;
- (2) To build and facilitate a vibrant and connected church community;
- (3) To attract and retain members through marketing and outreach.

The content of UUCWC's website includes, but is not limited to, information about:

- UUCWC's mission and vision; governance; accessibility; and facilities information
- Sunday services and the service schedule
- Faith formation programs and curricula
- Opportunities for spiritual connection
- UUCWC's social justice efforts
- UUCWC's committees, ministry teams, and other working groups and their work
- Meetings, special events, and fellowship opportunities
- The path to membership
- The path to leadership
- Links to denominational information
- Giving opportunities

## Roles and responsibilities

Roles include:

- A webmaster, who makes any necessary technical changes to the website, and ensures that the website is technically sound and includes routine maintenance such as back-ups and troubleshooting
- A website editor to update the site's pages as necessary and who has discretion about the appropriateness and placement of such content and assigns access to the website to others as appropriate
- Lay leaders have the responsibility and authority to place information on the website about their committee, ministry team, task force, or group. This information should serve one of the above-named functions, maintain a professional appearance, and be respectful of congregants' privacy.



## **Appropriateness of material and authority to monitor**

All material should be posted with the awareness that the UUCWC website may serve as a public introduction to UUCWC and Unitarian Universalism. Content should be consistent with our guiding principles and beliefs and with our Covenant of Right Relations.

IRS guidelines prohibit not-for-profit religious institutions such as UUCWC from engaging in electoral politics, including making any statements supporting or opposing any candidate or political party. This includes posts by any UUCWC committee, ministry team, or other group.

Personal contact information for individual members of the congregation — phone number, e-mail address, and other personal information — is not permitted on the website. The names, likenesses, or written descriptions of identifiable individuals may be published only after obtaining their permission, as stipulated in the [Policy on Photography and Publicity Releases](#).

The Communications team and office administrative staff have the authority and responsibility to monitor the website to ensure the appropriateness of content and remove or edit material that is inconsistent with the guidelines in this policy.