



REVISION HISTORY

New document.

BACKGROUND/PURPOSE

The Communications Ministry Team is responsible for the development and maintenance of the UUCWC website. Communications encourages the minister, staff, and lay leaders to populate the website with content. 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 a vibrant and connected church community by promoting church activities; and (3) To attract and retain members through marketing and outreach.

Lay leaders at UUCWC 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.

GUIDELINES

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
- Religious education programs and curricula
- Opportunities for spiritual connection
- UUCWC social justice efforts
- UUCWC 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 district and denominational information
- Giving opportunities

Roles and responsibilities

The chair of the Communications team will designate:

- A webmaster, who makes any necessary technical changes to the website
- A website editor to update site pages as necessary and who has discretion about the appropriateness and placement of such content
- An individual to establish a website account for church leaders or other individuals designated by their committee or team to post material to the website



The website is constructed in a manner that enables lay leaders to add and manage content. Each committee, ministry team, or other group has a “blog” on the site and is solely responsible for posting information about their activities on their blogs and ensuring that their blogs remain current. Communications is not responsible for posting other groups’ material online.

Lay leaders are strongly encouraged to reduce duplication of staff effort by using the website in tandem with other vehicles for communication. For instance, posting content online, then providing UUCWC office staff with a lead-in line and a link to the full post for inclusion in the weekly e-mail minimizes demands on staff time, while improving the readability of the e-mail.

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. For many people, our website will be their first impression of both. 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](#).

Communications has the authority to monitor the website to ensure the appropriateness of content and remove or edit material that is inconsistent with the guidelines in this policy.

Additional considerations

Content posted in the name of UUCWC automatically carries the imprimatur of the church. The following suggestions serve to present UUCWC positively and serves to improve visibility:

- A professional-looking website positions UUCWC in a positive light. Poorly written posts with spelling errors and inappropriate graphics do not reflect well on our church.
- The website is not the place for personal expression. Several social media pages under the name of UUCWC may be appropriate for this purpose.
- Ensure that your headline clearly speaks about your group only and not about UUCWC as a whole or Unitarian Universalism as a denomination.
- Consider what you name your post. A title such as “Next Meeting” won’t be sufficiently descriptive to make people open the link. Put yourself in the place of the casual reader and ask yourself if the headline is adequately descriptive.

Instructions for posting content are at: <http://www.uucwc.org/wp-content/uploads/2017/02/5-Easy-Steps-to-Posting-News-and-Events-on-the-UUCWC-Website.pdf>.

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