

Communication Policy

All communications should directly support the UUFB mission and adhere to our Right Relations covenant.

If any post violates this policy, bring it to the attention of the Minister or the Board President.

Promotion of Right Relations.

The well being, strength and reputation of UUFB thrives in an atmosphere of trust, respect and cooperation. Within this atmosphere, differences of opinion and their resolution through compromise or consensus can enhance a sense of community. Recognizing that conflict may arise and, when it does, its management and resolution are paramount.

To foster Right Relations, the UU Principles should be followed, which enhance the dignity and inherent worth of all: express appreciation; allow for fallibility; deal directly with each other; be creative in problem solving, maintain a sense of humor; listen actively and clarify what we hear; let others have their say; respect boundaries different from our own; respect confidentiality; refrain from gossip; and speak honestly.

Congregational Position Statements

Speaking for the congregation in any publication should not be done unless the congregation has taken an official stance through a congregational meeting and vote and the spokesperson has been authorized to speak for the UUFB. Dissent should be expressed and received respectfully and with the conviction that disagreement does not preclude belonging.

Members who take stances on their personal beliefs should take care to clearly articulate that one is speaking personally and not for the whole UUFB. Every attempt should be made to ensure statements be clearly labeled or framed in print/electronic publications so that all readers can properly contextualize individual views. Clarity regarding for whom one is speaking will prevent miscommunications.

UUFB and External Media

Occasionally UUFB has opportunities for interviews or articles in newspapers, radio, etc. Because of the potential wide exposure of these media outlets, special care should be taken to represent UUFB in a positive and accurate light and to avoid confusion about personal or potentially controversial views. The Board must be informed prior to any planned media exposure or advertising campaign made on its behalf.

Photo/Video Release

Sharing photos and images participating in UUFB services/events can be a source of great joy. However, nothing is more important than keeping our children safe. Therefore, a photo/video image release form must be obtained from parents or guardians before any are published. Any limitations will be shared with the editor of the Headline News and administrator of UUFB website and social media sites to ensure such images are not published. UUFB publications will avoid printing last names or other personally identifying information about children and youth.

Additionally, some adult congregants, visiting speakers, etc. may not want to have their photos published and a release form must be obtained.

Attachment 1: Media Release Form and Attachment 2: Speaker Consent and Release Form.

Given that methods of communication are constantly evolving, the policy outlined is applicable to channels not specifically mentioned.

Specific Communication Channels:

Social Media Usage: Everyone is welcome to contribute to conversations and to share content directly related to UUFB. Posts, comments, photos and other posts are expected to be relevant and respectful, complying with all aspects of this policy, e.g., photo release form.

Any inappropriate content that violates terms of use, code of conduct or other policies will be deleted.

Headline News

The weekly e/print newsletter helps keep members and friends connected to what is happening in the congregation and to each other. Newcomers and visitors also learn about the life of congregation through it.

Due to the time and space limitations required to produce the Headline News, priority must be given to official communications from the Minister, Board and Committees of UUFB.

Relevant submissions from individual members may also be included.

Announcements from other entities may be included as space/time permits and as is appropriate and relevant to UUFB. Such contributions should be properly attributed.

When content does not meet responsible guidelines, the Administrator and/or Minister will work with the author to adjust the content or, if necessary, will refuse to publish it. The Board may be consulted if the Administrator/Minister is unclear about suitability or in the event of conflict or disagreement with submission.

UUFB EMAIL/GOOGLE LISTS

Email Lists have been maintained solely for making official announcements by UUFB. This list will be primarily used for announcing activities and events of UUB, or community events in which the UUFB is involved. Legal announcements such as annual meeting notices will occur through this list. A mailing list of those without email access will be maintained and used for legal announcements, annual meeting notices, etc.

There are two email lists maintained. One is exclusively for members of the UUFB. The second list includes: friends, newsletter subscribers, and other interested parties.

Committee Chairs may create a Committee email list or ask the Administrator to create a Google Group to be used for their committee's business communication.

Under no circumstances should any email list be used for solicitation of non-UUFB services/fundraising/business opportunities.

Website

Most visitors get their first impression of UUFB via the website. Our presence is also an essential tool for members to stay informed about life and activities of UUFB and to build community through sharing photos, news, etc.

Website administer(s) should adhere to the basic communication principle, and use good judgment in selection of written and visual content. Special care will be taken to ensure that images and information about children and youth are appropriate and safe (see section on photo release).

In order to ensure that website information remains timely, administrators will respond to update requests with reasonable promptness. At least two (2) people, appointed and under direction of the Board, should receive training in how to make changes without undoing critical website formatting and structures.

SOCIAL MEDIA

UUFB Facebook/Twitter/Instagram/Pinterest/Blogs

UUFB Facebook

UUFB has a public Facebook page, "Unitarian Universalist Fellowship of Beaufort," which is our public presence on this social media platform. Anyone can view this public page. Anyone can "like" and "follow" our page to receive our updates and posts in their own Timeline. Only those who have been included as Administrators can create posts or comment on the site under their own name. Only Administrators may post photos or videos. Administrators shall not post photos or videos of children without a release form on file, with the exception of stock photos obtained from either commercial or free photo sources, e.g., pixabay or shutterstock.

UUFB also maintains a closed Facebook group, "UUFB Beloved Community Forum," which may be joined by members and involved friends. When an individual asks to join the group they are asked to answer this question: "What is your relationship with the Unitarian

Universalist Fellowship of Beaufort?" Only Administrators and Moderators are allowed to approve requests to join.

The group is intended as a place where group members may share notices of events or stories that may be of interest to UUFB members and friends. Any group member may post items, photos, or videos. Administrators may remove any inappropriate items, especially photos or videos if a child is pictured for whom we do not have a release form, or if any person is pictured who doesn't want their photo posted. Promotion of political parties and/or candidates is not allowed, per IRS rules.

Group members should take care to act according to our UUFB Covenant when posting or commenting in the group.

Twitter/Instagram/Pinterest/Blogs

N/A at this time

October 5, 2018