



Policy Location:	GSA - 18	Created: 07/01/2019
Title:	Communication Policy	Revised: 07/16/2024
Policy Owner:	Administration Shared Ministry Team	
Associated Documents:	Associated Documents: GSA – 1 Administration Shared Ministry Team Policy; GSA – 16 Permitted Use of Personal Information	
Last Reviewed:		

Policy

Function

All communications including, but not limited to print, electronic, display, inserts, event promotions, newsletters, information tables, and websites, are subject to the approval of the Minister, Operations Director, or appropriate staff.

The content of all First Unitarian Universalist (First UU) communications should be consistent with the Mission, Vision and objectives of First UU. All communication types using the name or likeness of the First UU may be used only with the approval of the Minister, Operations Director, or appropriate staff.

The primary spokesperson for the church will be either the Minister, the Board President, or the designee of either. All statements made in the name of the church or on the church's behalf, endorsements of or positions on public issues, sponsorships of organizations, sponsorships of events, or participation in coalitions of any type are to occur only with the approval of the minister and/or the Board.

This policy seeks to provide guidelines for ensuring appropriate, accurate, timely, and thorough communication within our church community, as well as to the community at large.

Publicity Policy

This policy is intended to support the various ways of publicizing information or events to the congregation and to the outside community. The Publicity Policy applies to all church-sponsored events. First UU does not accept any liability for publicity for events sponsored by renters or non-church sponsored events.

Offline/Print Media

Editorial oversight: The Minister or Operations Director oversees the production of congregational newsletters and flyers. They have the authority to edit or reject content to maintain a consistent, professional, and respectful tone.

Copyright: Any use of copyrighted material, such as music, art, or articles, in print publications requires proper permission and attribution

Promotional posters: Fliers and posters must receive final approval from the Minister or Operations Director before distribution to ensure consistency and professionalism.



Internal Publicity

Internal publicity targets only the members and attendees of First UU. If a wider audience is desired, internal publicity methods can be used in conjunction with external publicity methods.

For all methods, inclusion, sizes, design, are subject to the approval of the Minister or the Operations Director. Methods for internal publicity include but may not be limited to:

- Newsletter articles
- Order of service announcements
- Weekly church email, team emails
- Bulletin boards / display boards
- Information tables
- Display(s)
- Website and social media

External Publicity by Affiliated Groups

Approval from the Operations Director is requested before publicizing events or information to the greater community. This includes, but is not limited to, use of the following:

- Newspaper ads paid or free
- Paid and free community radio spots
- Handouts and flyers
- non-First UU social media

You should become familiar with the Permitted Use of Information policy (GSA – 16) so you will know what personal information can be before publicizing an event, communicate with the Operations Director to check for any conflicts in scheduling and to place the event on the calendar. You then have the following options for publicity:

WEBSITE www.uurochmn.org

1. **Church Calendar.** When a viewer clicks on an event on the First UU Calendar page, the following details will be displayed: name of event, when it will occur, and where it will occur, name of host if applicable.
 - a. Submit items for the church calendar to the Operations Director.
2. **Events page.** One-time or periodic special events that are open to the entire church are listed in the Events section of the website.
 - a. Submit items for the events page the Operations Director.
 - b. Submissions may be edited by the Operations Director to conform to the style of our website.
3. **Program pages.** Events that recur on a regular schedule can be posted on a page in the appropriate section of the website. these pages provide consistent information about events.
 - a. The Faith Development Team Staff member and/or Operations Director will reach out to recurring event facilitators each year to renew their time/place/description.

NEWSLETTERS

1. **Grace Notes.** The Operations Director is responsible for the content of Grace Notes
2. **Weekly eNews.** This weekly email news blast is published on Wednesdays at 3pm.
 - a. The eNews is edited by the Operations Director, who has the discretion to limit the length of submissions and/or the frequency of their publication.



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- b. Due date for article submission is 24 hours before publication
- c. The eNews includes the following:
 - i. Information about what is happening on the Sunday morning that immediately follows the Wednesday publication.
 - ii. Walden Hill Wednesday Events
 - iii. Building Our Future Updates
 - iv. Giving links and monthly offertory
 - v. Narrative information or a link for an upcoming special event.
- d. The eNews is intended to be short and fresh and generally each item will not be listed for more than two or three weeks.
- e. If full information about an activity is on the Special Events or a program page of the website, your event will include a link to that page.
- f. The author should specify a phone number or email address for contact information. Because this publication has limited distribution, contact information can be included without a signed permission form.

FACEBOOK

- 1. The church has two Facebook pages: a public page and a closed group page.
- 2. The public page is for sharing church events that are OPEN TO ALL: members, friends, visitors, and the general public.
 - a. Only the Facebook Administrator can post main articles, so you should submit material for a main article to the Operations Director.
 - b. Anyone who is on Facebook can post in the Recent Posts by Others section and/or respond to any posts on the public page. It is closely monitored by the Operations Director and anything deemed inappropriate will be removed. Please keep any discussion friendly and non-threatening.
- 3. The closed group page is for discussion, invitations, announcements – anything associated with our church.
 - a. Any friend or member in our church directory can post and only friends and members can see the posts.
 - b. You are encouraged to add photos, but we ask you not to tag children under 18. Also, people may remove tags at their own discretion.
 - c. This group page is monitored by the Coordinator of Congregational Life and anything deemed inappropriate will be removed.