

COMMUNICATIONS

The purpose of this Communications Policy is to provide guidelines for how the members and professional staff of the Unitarian Universalist Congregation of Asheville utilize various media to communicate among ourselves and with the larger community. The policy covers all of our formalized media, addressing their intended uses, as well as roles and responsibilities for creating the content that is communicated using them.

There is an overriding intention that all communications support and further our Mission and Ends—specifically that we are an open and welcoming congregation that connects hearts, challenges minds and nurtures spirits, while serving and transforming our community and the world.

Although we are all responsible for living up to these intentions, the professional staff of the congregation has ultimate responsibility for all published UUCA content: on websites and in social media, in electronic newsletters, in circulated printed material and on physical bulletin boards.

Use this Communications Policy as a guide for learning more about writing and publishing to:

- UUCA website – www.UUAsheville.org
- *The Weekly eNews* – weekly electronic newsletter reporting on programs, events, announcements, volunteer opportunities.
- *The Worship eNews* – weekly electronic newsletter reporting on the upcoming Wednesday Thing, Sunday worship, and the month’s Community Plate recipient
- *TLC (This Loving Community)* weekly electronic newsletter reporting on joys and concerns of members and newcomers
- *UUCA Blog* – blog contributors are staff members and board members; it is linked on the website and through the *Weekly eNews*
- Single-topic (blast) emails
- *UUCA Communiqué* – monthly print publication produced for and mailed to members who do not use electronic communications
- *News4Leaders* – a sporadically-produced blog written by the Director of Administration and sent to leaders of the congregation (leaders of committees, members of major committees, strong volunteers) whenever we need that communications outlet
- UUCA Facebook pages and groups – (UUCA page and family and member/friend groups)
- Order of Service
- Press Releases
- Tables on Sunday mornings
- Bulletin Board postings – Sandburg Hall and in RE spaces
- Brochures, posters and exterior signs

THE UUCA WEBSITE - www.UUAsheville.org

Intended Uses

The UUCA website has two major audiences and multiple goals.

Audience 1: Newcomers/Visitors

- Explains to the greater community who we are, what we believe, and what we do.
- Is helpful for anyone planning to visit.
- Provides a clear explanation of the path to UUCA membership.
- Publicizes activities and events that are open to nonmembers.
- Provides useful information for potential space renters.
- Provides information about our programming and challenging reflections through access to our blogs, newsletters, and *Weekly eNews*

Audience 2: Members and Friends

- Functions almost as an information repository for members. It includes our calendar, program information, governance documents, information for leaders, policies, historical information and archives of *Weekly eNews*, sermons and more.
- Provides topical information: upcoming service topics, programs, events and activities, especially through the calendar links.
- A contact form provides a convenient way to communicate with the professional staff.
- The Staff Blog provides both a forum for and additional means of communicating with the Lead and Faith Development Ministers, Administrator and Board members.
- The Donate tab provides a convenient way to make a pledge or contribution.
- The REALM button provides members secure access to an online membership directory through which they can update their own profiles, their roles and activities, and can access their own giving histories.

Rules and Guidelines

Content

Staff is directly or indirectly responsible for all website content. Content that is likely to require regular updates includes:

- time-sensitive announcements and postings
- new programming and activities
- staffing and staff responsibilities
- changes to policies and procedures

Design and graphics

The Administrator is responsible for responding to the needs of other staff members and their committees in keeping the website up-to-date.

Roles and responsibilities

The UUCA website is published as a WordPress site. Control over website changes is maintained using the WordPress administrative tool, which allows access to professional staff and to volunteers.

- Website Editor-in-Chief - The Director of Administration, or designee, acts as Website Editor-in-Chief, which involves coordinating management of the website, editing, and granting rights to update content.

- Weekly Editor – The Database Administrator (or trained volunteer) is responsible for updating the listing that change weekly on the website
- Realm Editor - The Database Administrator develops, maintains, and monitors our use of this protected, member-only section of the website using the REALM (church management software) administrative tools.

***The Weekly eNews*: WEEKLY ELECTRONIC NEWSLETTER
SENT ON THURSDAY AFTERNOONS**

Intended Uses: The *Weekly eNews* communicates the following items:

- How to donate, a calendar link, how to contact a Pastoral Visitor, name of the week's Building Manager, a link to a list of Board members.
- List of the upcoming Sunday's goings on
- Congregation-wide upcoming events
- Registrations and sign-ups
- Programs, projects and volunteer opportunities
- News from the larger denomination

Submissions should highlight the who, what, when and where of events and gatherings, a contact person and extremely brief description. Complete information can be linked from the *eNews* listing and from the calendar listing.

People may subscribe themselves through a link on the newsletter or through our website. Visitors who give us their email addresses are automatically subscribed.

Rules and Guidelines

- Submission deadline is end-of-day on Wednesday. Submissions go to the Database Administrator.
- The Director of Administration is the editor. S/he is responsible for content, clarity, grammar, spelling, and prioritization.

***The Worship eNews*: WEEKLY ELECTRONIC NEWSLETTER
SENT ON MONDAY MORNINGS**

Intended use: reports on the upcoming Wednesday Thing, Sunday worship, and the month's Community Plate recipient. The Database Administrator is the editor.

***TLC (This Loving Community)*: WEEKLY ELECTRONIC NEWSLETTER
SENT ON TUESDAYS**

Intended use: reports on joys and concerns of members and newcomers, including life events, including births, marriages, deaths and illnesses.

Rules and Guidelines:

- Submission deadline is end-of-day on Monday. Submissions go to the Connections Coordinator.
- Before going into this e-newsletter, all reports must be approved by the person being named in the article or next-of-kin in reporting a death.

- Birthday announcements for people 80 and over, anniversary announcements for those married 50 years or longer.
- The Director of Administration is the editor.

BLOGS: *UUCA Blog, News4Leaders*

These blogs are accessed through our website. Anyone accessing the website may subscribe to them to be informed of new posts without our invitation. Moderated comments are also allowed. Additionally, the *UUCA Blog* is previewed and linked in the *Weekly eNews* and the *News4Leaders* blog posts are announced via email to all of UUCA's "leaders."

Intended Uses:

The *UUCA Blog* provides a forum for each of the senior staff and the congregation's board members to communicate something of interest or import to the congregation each month.

News4Leaders is a blog written by the Director of Administration for conveying important news of the congregation to the people most committed to the congregation.

SINGLE-TOPIC EMAILS (EMAIL BLASTS)

Intended Uses and Rules and Guidelines

All email blasts are sent at the discretion of the Lead Minister. In general, email blasts are sent for:

- Big, timely news—major staff changes, building or parking logistics complications, important deaths
- Information that all members/friends need to know—annual budget drive announcements, auction announcements, etc.

***UUCA Communiqué*: THE CONGREGATION'S MONTHLY PRINT PUBLICATION**

Intended Uses

There are approximately 30 members/friends who do not use email. We produce a one-page print piece that includes one *UUCA Blog* post from the previous month, a summary of adult RE offerings that are open for registration, news from This Loving Community that may be relevant to this group and announcements of events coming up in the following month. Copies of the *Communiqué* are also placed in the brochure rack for visitors.

Rules and Guidelines

- The Database Administrator is the editor. S/he is responsible for content, clarity, grammar, spelling, and prioritization.
- No original content is produced for this mailing.
- Size is limited to one two-sided printed page.

ORDER OF SERVICE AND INSERT

Intended Uses

The Order of Service includes the elements of the Sunday service, general information about UUCA for visitors, a description of the Community Plate recipient, the flower donor, and a listing of Sunday staff members and Board President. The insert in the Order of Service is a one-page compilation of *Weekly eNews* articles.

Rules and Guidelines

- The Lead and/or Faith Development Minister approve all template and formatting changes for any given service.
- The Database Administrator creates the Order of Service based on the submissions from the Sunday Service Leader (either UUCA's Lead or Faith Development Minister or the Worship Associate assigned to a guest presenter) and the Music Director.
- The Sunday Service Leader is responsible for reviewing the final copy before it goes to print.
- Announcements included in the Order of Service are intended to be very succinct reminders; it is not the place to introduce or publicize in more general ways.
- Special, additional inserts for the Order of Service are included at the discretion of the Director of Administration or Lead Minister.

PRESS RELEASES

Intended Uses

Press releases are used to advertise UUCA and its activities in the greater community.

Appropriate subjects include:

- Guest speaker appearances
- Programs or activities that are open to the general public
- Social justice initiatives
- Positions that the congregation takes on issues of interest to the greater community
- Senior staff changes

Rules and Guidelines

- Any lay leader or staff person can propose that a press release be issued and offer language for the release.
- Because a UUCA press release is a visible representation of who we are, the Lead Minister must approve all press releases.
- The lay leader or staff person submits the press release to news outlets.

TABLES ON SUNDAY MORNINGS

“Tabling” on Sunday mornings has two major audiences and multiple goals. Because the space in Sandburg Hall is our only large space, there are a variety of Sundays when tabling is either dramatically reduced or eliminated in favor of another activity. Decisions on conflicting uses are made by the senior staff and are announced by the Director of Administration.

Welcome Table for guests and visitors

The Welcome Table and all greeting functions are centered in the foyer. This is the only activity allowed in the foyer—no other tables, sales, events, or informational activities are to be in that space on Sunday mornings.

Activity tables for members/friends/visitors

Tables in Sandburg Hall are staffed on Sunday mornings by volunteers who want their particular group or activity to have visibility among worship-goers.

Rules and Guidelines

- The standard tables and locations include:
 - Special event information at center, facing the window.
 - Earth and Social Justice Ministries, first on the east row (foyer side). All activities related to this ministry are located here, such as the Community Plate representatives, sign-ups (Room in the Inn, MANNA volunteers, etc.), and ticket purchases. All of these activities must already be affiliated with the Earth and Social Justice Ministry under the leadership of the Lead Minister.
 - UUCA operating budget fundraising activities such as the auction and Acoustic Journeys are located on the west row (kitchen side). The annual budget drive may have this space or locate near a bulletin board, their choice.
 - Equal Exchange products, center-back.
 - Registration for the UUCA Gathering at The Mountain, end of east row
 - RE Teacher Recruiting, end of west row.
 - Youth-led tables may be set up outside of the “ring,” between the library and the family restroom.
- All new tables must be approved by the Director of Administration. They will be located between standard tables on the west row and beyond ESJM on the east row.
- When congregation-wide activities need all of Sandburg Hall after worship services, tabling will be suspended or severely restricted.
- No tables will be set up in the foyer.

BULLETIN BOARD POSTINGS

Intended Uses

Information on bulletin boards provides members/friends and visitors with a snapshot of what is going on in the congregation. It is restricted to UUCA-sponsored programs and events or denominational events with two exceptions: UUCA in the News is the place to post articles by or about members/friends of the congregation and Just for Us is the place for members/friends to post want ads, sales ads or business ads.

Rules and Guidelines

- All displayed items are curated by staff members. If postings are either misplaced or not in compliance with these guidelines, they will be either moved or removed.
- The Sandburg Hall bulletin board in the hallway leading to the stairs as well as two to the left of that hallway on the back wall of Sandburg Hall belong to the lifespan religious education staff. They are the sole “posters.”

- No items may be attached to unapproved surfaces without the permission of the Director of Administration.

Bulletin Board-Specific Guidelines

Visitor/New Member bulletin board in the foyer: curated by the Connections Coordinator.

Sunday Sign-Up: curated by the Database Coordinator

Board of Trustees: curated by the Clerk of the Board of Trustees

UUCA Programs & Events: Staff and volunteers may post to this bulletin board. Any UUCA ministry program or event may be advertised here. Size limit is 8½ x 11. More graphics, fewer words—include who, what, when, where, and how to get more information.

Small Group Ministry: curated by volunteers of the Small Group Ministry

This Loving Community: Curated by the Faith Development Minister

End-of-Life Planning: curated by the Faith Development Minister.

Other UU Programs: Staff and volunteers may post to these boards. Information on these boards restricted to official Unitarian Universalist events, activities and programs, such as UU workshops, UU retreat centers, UU summer camps, cluster meetings, or events at neighboring congregations. Size limit is 8½ x 11.

Just for Us: Only Members or Friends may post to these boards. Acceptable items include business “ads,” including business cards, “for sale” posts, “looking for” posts (such as a room to rent) and event announcements. Every item **MUST** have the name of a participating Member/Friend on it and a posting date. (For example, a GreenWorks fundraiser announcement would be OK if a UUCA Member/Friend is on the organization’s board of directors and indicates that on the announcement. A concert announcement would be OK if a UUCA Member/Friend is a performer and indicates that on the announcement.) Size limit is 5½ x 8½ EXCEPT for professionally produced event posters. All oversize posters must be placed at the bottom of a board.

UUCA in the News: Staff and volunteers may post to this board. Every item must be dated and have the Member/Friend name(s) highlighted.

BROCHURES AND POSTERS

Intended Uses

Single-topic informational pieces for members, friends, and visitors

Rules & Guidelines:

- Design and production of brochures and posters are the responsibility of the Director of Administration. Brochures should only be printed in small batches (10-25) to allow for quick updating.
- Layout and content must be approved by the UUCA group’s staff liaison.
- All publications will be created in Microsoft software.
- Posters should use graphics, fewer words—include who, what, when, where and how to get more information. If a full description of the program/event is available on the website (and therefore has been linked through the *Weekly eNews*) it is better to use the poster as a “teaser” rather than a “full-information” piece.
- Posters can be mounted on glass doors at the discretion of the Director of Administration. Any poster mounted on any surface except a corkboard **MUST USE BLUE TAPE**. This is the only adhesive that cleanly comes off of windows and drywall.

UNIVERSAL SOCIAL MEDIA POLICIES

Intended Uses

UUCA social media postings are often how newcomers, seekers, and visitors first experience the church as well as an accessible conduit for information for members/friends of the congregation.

Rules and Guidelines

- All postings must comply with the UUCA Mission and Ends statements, because they represent the UUCA congregation.
- Any member who wants to set up a social media site for a UUCA group needs to obtain written permission from the group's "attached" staff member. Once permission is granted, the member will assign the staff member administrative privileges and include the staff person in online communications.
- The professional staff may remove postings, social networking sites, or administrator access at any time if content is deemed inappropriate.
- Posts that advertise private businesses, political candidates, or social justice issues that the UUCA congregation has not endorsed are not allowed.
- Social media posts should be open and transparent.
- All recognizable images of children must be approved by religious education staff before they are posted on social media.
- All social media outlets need to be updated regularly with relevant content. Attention should be given to professionalism and grammar.
- Anyone who provides images for publication online and who wants to protect those images from re-publication is responsible for adding a copyright watermark to the images. UUCA is not responsible for copyrighting all images provided to it for publication.
- All submissions must adhere to copyright laws and provide appropriate attribution for quotations and other published material.
- Contributors should be mindful of social media privacy policies.

UUCA FACEBOOK PAGE

Intended Uses

The UUCA official Facebook page is UUCA's primary social media presence, which serves three audiences:

- For current members and friends, it promotes community building, inspiration, and announcements.
- For visitors, newcomers, and seekers it provides useful information about congregational events that are open to the public.

Rules and Guidelines for the UUCA Facebook page:

In addition to the Universal Social Media Policies above, the following rules apply to posting content on the UUCA Facebook page:

- The professional staff manages content and frequency of updates.
- The Director of Administration, in consultation with other staff, will assign UUCA members as page administrators, so that they can post messages, events, and photos on behalf of UUCA.

- Posts should be directly related to the UUCA mission, programming, and activities. Posts promoting community activities (non-UUCA) or community general reminders (non-UUCA) are not appropriate.
- Anyone posting to the UUCA Facebook page is encouraged to use original photos (with permission) of our members and events.

Revision History	
Responsible Staff Member: Director of Administration	
Date	Description of revision
February 2016	Created
October 2018	Updated to match current ways of doing things