

UUCB Communications Policy

Policy	It is the policy of the Unitarian Universalist Church of Brunswick to promote effective communication both within the congregation and between the church and the outside community.																
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Implementation	<p>The Board of Trustees is responsible for maintaining effective channels of communication within the congregation and with the outside community. When questions arise as to the suitability or appropriateness of particular UUCB communications, final determinations will be made by the Board. The Board has established a <i>Communications Committee</i> with the following charge:</p> <p><i>The Communications Committee works to ensure that approved procedures and guidelines are followed in all internal and external communications, and makes recommendations for updates as needed. With an emphasis on developing a consistent image and message across all platforms in support of the UUCB mission and Unitarian Universalist principles, a commitment to ongoing improvement and modernization is central to the committee's role.</i></p> <p>Procedures and Guidelines Procedures and Guidelines have been written to help members and friends effectively work with the Board and specific media coordinators (e.g. Web Editors, Parish Messenger Editor, and Church Office Administrator, etc.).</p> <p>Please refer to <u><i>UUCB Communications Procedures</i></u> for specific directions, and follow relevant <u><i>Guidelines</i></u> when they exist.</p>																
Date Approved by Board	7/18/17 Revised: 6/15/22																

GENERAL POLICY	
General Policy	<p>All internal and external UUCB communications must adhere to the following general communications policies:</p> <ul style="list-style-type: none"> ● All informational messages must be consistent with UU philosophy and the UUCB Mission. ● The privacy of all congregants, but especially children, shall be protected (see Website Policy and Parish Messenger Policy for specifics related to the use of these media). ● Individuals should take care to ensure that their own views are not presented as representative of the views or positions ascribed to by UUCB in general.
Public Relations approval	All church communications or announcements to external publications or groups must go through and be approved by the Communications Committee.
Ownership of Church Materials	Information developed for the use of the congregation shall not be externally disseminated or published without the express permission of the individual or group who wrote or developed the information.
Specific Communication Media	
Website	<p>Purpose</p> <p>The purpose of this website is to provide general information about UUCB. The audience for the website is two-fold: the current membership/friends and potential visitors to the church. The website is designed with the following objectives in mind:</p> <ul style="list-style-type: none"> ● Present site visitors a friendly, honest, comprehensive and up-to-date view of the essence of UUCB. ● Provide information useful to UUCB members and friends in a timely manner. <p>Content</p> <p>The public portion of this website is made available without charge to members and to others who want to learn about us. Member-only sections of the website may be established if deemed best for the congregation.</p> <p>The website may link to other pertinent websites to enhance information about Unitarian Universalism and UUCB. UUCB is not responsible for the style, content, or availability of pages not on its server. UUCB's website will not be used to publicize events or causes that are unrelated to the UUCB or its principles.</p> <p>The content of the website is owned by the Board of Trustees or their designee, and posted by the Web Editors. The Web Editors determine deadlines for posting content. All rights are reserved under copyright law by the Church.</p> <p>The website adheres to UUCB's policy with regard to on-line privacy.</p>

<p>Facebook Page</p>	<p>Purpose The purpose of the Facebook page is to provide general information about UUCB and specific information about upcoming events. The audience for the Facebook page is two-fold: the current membership/friends and potential visitors to the church. The Facebook page is designed with the following objectives in mind:</p> <ul style="list-style-type: none"> ● To provide potential visitors with a friendly, honest, comprehensive and up-to-date view of the essence of UUCB. ● To provide information useful to UUCB members, friends, and potential visitors in a timely manner. ● The Facebook Page is not meant to be a forum for discussion of controversial issues. <p>Content The UUCB Facebook page may link to other pertinent websites to enhance information about Unitarian Universalism and UUCB. UUCB is not responsible for the style, content, or availability of pages not on its server. UUCB’s Facebook page will not be used to publicize events or causes that are unrelated to the UUCB or its principles.</p> <p>The content of the UUCB Facebook page is owned by the Board of Trustees or their designee and posted by the Facebook page manager(s). Managers determine deadlines for posting content. All rights are reserved under copyright law by the Church.</p> <p>The Facebook page adheres to UUCB’s policy with regard to on-line privacy.</p>
<p>This Week at UUCB</p>	<p><i>This Week at UUCB</i> is a weekly all-church email that describes upcoming church events. <i>This Week at UUCB</i> is produced by the Church Office Administrator, who sets the deadlines for submissions.</p> <p>UUCB’s policy is to confine the information posted in <i>This Week at UUCB</i> to church events or concerns or to those in keeping with UUCB’s mission and vision.</p> <p>Submissions to <i>This Week at UUCB</i> adhere to UUCB’s policy with regard to on-line privacy.</p>
<p>On-Line Privacy</p>	<p>The UUCB website does not gather personally identifiable information about visitors; if statistics are gathered they shall be limited to a tally of the total requests for each page.</p> <p>Personal information about members of the Church shall not be disclosed on public portions of either the website, the Facebook page, or in <i>This Week at UUCB</i> except as determined necessary by the Board or UUCB staff, and then only by permission of the individual involved.</p>

	<p>Specifically:</p> <ul style="list-style-type: none"> ● No names are used, other than staff, without permission. ● No last names of minors will be used under any circumstances. ● Email addresses other than those of the church and staff are not to be posted without specific permission, and only when there is a clear need. ● The use of photographs of single individuals requires their prior approval. <p>A person who does not want his or her personal information or photograph to appear on the website, Facebook page, or in <i>This Week at UUCB</i> under any circumstances can make their wishes known with an email to the Church Office Administrator. To the best of our efforts, this information will not appear. A list of people who “opt-out” will be maintained by the Church Office Administrator and will be accessible by all Editors/Submitters/Managers. Every name and photograph published will be checked against that list by the Editor/Submitter/Manager to ensure privacy is maintained.</p> <p>Although this Privacy Policy states our standards for maintenance of the UUCB website, Facebook page, and <i>This Week at UUCB</i>, and we will make reasonable efforts to uphold these standards, we cannot guarantee them. As a consequence, we disclaim any warranties or representations relating to maintenance or nondisclosure of information.</p>
<p>Parish Messenger</p>	<p>It is the policy of the Unitarian Universalist Church of Brunswick to provide regularly published information about the church and its activities in the form of a newsletter. The newsletter editor shall determine deadlines for submitting articles. The form and content of the newsletter may vary over time, as may the interval between issues. The newsletter may be transmitted electronically and/or through the postal service. The current name of the newsletter is the <u><i>Parish Messenger</i></u>. Please refer to the <i>UUCB Communications Procedures/Guidelines</i> document for specific guidance.</p>

Copyright	<p>Any use of copyrighted works in connection with congregational activities must be conducted in accordance with applicable law. Works that may be subject to copyright include, for example, music, recorded performances, written works, videos and movies.</p> <p>If copyrighted material is to be used during any congregation-sponsored event or activity or in any publication or communication, it is the responsibility of the event organizer(s) to secure any necessary rights to use the material and to provide appropriate documentation of these rights to the Congregational Administrator.</p> <p>Copyrighted readings and live or recorded music may be used in our Sanctuary for religious services without such permission. Copyrighted video may not be used without permission.</p> <p>Copyrighted material may not be included in any video or audio recording of the service, nor may we distribute copies of copyrighted sheet music, readings, etc. without permission from the copyright holder.</p> <p>Permission to show movies or other video must be obtained by the committee or group sponsoring the showing, and documentation must be provided to the Congregational Administrator and Communications Committee. No movie titles will be listed on the official church calendar, website, Facebook page, or other communications until the necessary rights have been obtained.</p>
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