**UUCB Communications Procedures/Guidelines**

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| **Opt Out Message** | As per our Communications Policy, a person who does not want their personal information or photograph to appear on the website, Facebook page, or in *This Week at UUCB* under any circumstances can make their wishes known with an email to the Church Office Administrator. This “OPT OUT” message will be sent to the all-church email list annually. |
| **Parish Messenger** | The authorship of all articles in the newsletter shall include the name of the person writing the article.  The privacy of members of the congregation is to be protected. Specifically:   * Names of church members will not be used in any articles that might be viewed with disfavor by the person in question. * 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. * Home addresses will not be provided without specific permission. As a general practice readers will be referred to the Church Directory for contact information. * The use of photographs of single individuals requires their prior approval.   Personal information, such as joys and sorrows, will not be included in the version of the newsletter that appears on the UUCB website |
| **Order of Worship** | Announcements printed in the Order of Worship must be limited to church-sponsored events or activities. Information about non-church-sponsored events and activities may be posted on the UUCB Community Events bulletin board, at the discretion of the Church Office Administrator.  The Church Office Administrator sets the deadline for all announcement submissions to the Order of Worship. |
| **Announcements during Worship Service** | The minister is responsible for Worship Services. Accordingly, any announcements made during services are at the discretion of the Minister.  Announcements may not be made during the Joys and Sorrows portion of the worship. |
| **Church Directory** | The Church Directory is maintained by the Church Office Administrator. Individuals are responsible for communicating any changes in their personal information (e.g. mail address) to the Church Office Administrator.  The directory will be updated periodically as new information is received. The Church Office Administrator will add names to the directory upon request, or when people have become visibly active in the church. The Church Office Administrator will also remove names upon request.  The Church Office Administrator may provide individual Directory copies upon request. No copies will be available to the general public.  The Staff will meet periodically to remove inactive individuals from the Directory. |
| **Email** | The tone and content of internal email communications should be consonant with the intent of the UUCB Mission statement, specifically to be a spiritual community and to support one another. The following guidelines were developed by the Committee on Ministry.  **Assume good intentions.** If an email hurts your feelings, check it out with the sender. The sender may not have meant offense.  **Slow down.**  Sometimes it is best to take a breath, or sleep on it, before responding to an email.  **Don’t use hot symbols.** They inject an emotional tone, which can spiral quickly. Hot symbols are:   * ALL CAPS * !!!!!!!! * Colored typefaces—particularly red—to indicate anger * Messages sent or labeled “High Priority” or “Urgent” or “Important”   **Forwarding.** Don’t forward other people’s email without checking with them first.  **Use Reply All thoughtfully.** Use this function only when it truly adds to the discourse. We do not all need to read each email on a given topic.  **Blind CCs.** Blind carbon copies are deceptive. Choose transparency and open communication instead. (On rare occasions, BCC’s can be used for blanket emails to multiple people while protecting recipients’ privacy.)  **Be informal, not careless.** Punctuation, grammar, and spelling rules make our writing easier to understand, thus easier to read.  **Create meaningful subject lines.** Let your recipients know the subject of your message before they open your email.  **Make it personal.** Open with a salutation, such as “Dear John.” Close with a “Thanks” and your own name. This is conventional but not boring.  **Make it relevant.** When replying to an email, delete irrelevant material from the previous message(s).  **Read before pressing Send.** Try to spot errant wording that might offend.  **Be inclusive.** If a member of your group does not have an email address, communicate by telephone or face-to-face meetings.  **Use the telephone or a meeting.** Complex or emotionally charged issues are better handled by phone; a face-to-face meeting is best of all.  All-church emails (emails that are sent to all UUCB members and friends) are for the conduct of church business. They will not be used to promote non-church events or causes.  All-church emails may only be sent by a UUCB staff member or designee. |