

## UUCB Communications Guide 2025

### Statement of purpose

It can be a challenge for people stepping into leadership roles to know who's who at UUCB and how best to communicate with other individuals and groups in the church. This guide is presented as an overview of our communications structure and functioning—a picture of how things fit together here at UUCB.

### Internal communications

Google Workspace is our central hub for communications. We have role-based email addresses such as the following:

- [minister@uubrunswick.org](mailto:minister@uubrunswick.org)
- [board-chair@uubrunswick.org](mailto:board-chair@uubrunswick.org)
- [music-director@uubrunswick.org](mailto:music-director@uubrunswick.org)
- [re-director@uubrunswick.org](mailto:re-director@uubrunswick.org)
- [administrator@uubrunswick.org](mailto:administrator@uubrunswick.org)
- [parish-messenger-editor@uubrunswick.org](mailto:parish-messenger-editor@uubrunswick.org)
- [this-week-editor@uubrunswick.org](mailto:this-week-editor@uubrunswick.org)

We also have 20 Google Groups and 18 Shared Drives to facilitate intragroup communications. Some of these are for committees, while others are for special interest groups like Choir, AV Team, UUCB Staff. We send email messages to everyone via the UUCB All Church Announcements group.

We have two regularly scheduled communications—one weekly (*This Week at UUCB* email), and one monthly (*Parish Messenger*) which can be accessed on the church website or from a link in an all-church email. Items to be included in *This Week at UUCB* should be sent to [this-week-editor@uubrunswick.org](mailto:this-week-editor@uubrunswick.org) by the end of the day on Thursdays. Articles for the *Parish Messenger* should be sent to [parish-messenger-editor@uubrunswick.org](mailto:parish-messenger-editor@uubrunswick.org) by the end of the day on the third Saturday of the month.

Each Sunday morning, we have two other ways to communicate with people attending the service—one digital, and one paper. The PowerPoint presentations start with announcements on the screens before the service begins. To request inclusion of an item for the PowerPoint, send the material to [administrator@uubrunswick.org](mailto:administrator@uubrunswick.org) by the end of the day on Thursdays. We also provide printed information upon request. Requests to be included in the printed handout should also be sent to [administrator@uubrunswick.org](mailto:administrator@uubrunswick.org) by the end of the day on Thursdays.

Much of the work at UUCB gets done by members of our 16 committees, which are described on the church website ([uubrunswick.org](http://uubrunswick.org)) and listed below.

- [Fundraising Steering Group](#)
- [Art Gallery Committee](#)
- [Building and Grounds Committee](#)
- [Caring Network](#)
- [Committee on Ministry](#)
- [Communications Committee](#)

- [Finance Committee](#)
- [Membership Committee](#)
- [Nominating Committee](#)
- [Pastoral Care Committee](#)
- [Personnel Committee](#)
- [Lifelong Spiritual Formation Committee](#)
- [Ushers and Greeters](#)
- [Safety Committee](#)
- [Working for Justice Steering Group](#)
- [Worship Committee](#)

### **External communications**

UUCB's Facebook page provides a wealth of information about what's happening at the church. We also have a presence on Instagram. If you wish to use social media to share information about an event or pictures/videos from a past event, or if you have something that you think would be of interest to a social media audience, contact [social-media@uubrunswick.org](mailto:social-media@uubrunswick.org).

Reverend Kharma writes a monthly column entitled *Spirit of Life* which is published in the Brunswick Times Record. Articles describing upcoming *Concerts for a Cause* are also published there, and from time to time we have press releases for special circumstances. All church communications or announcements to external publications or groups must go through and be approved by the Communications Committee. If you wish to have information published by local news outlets, contact [communications-chair@uubrunswick.org](mailto:communications-chair@uubrunswick.org). Our Communications Policy is described below.

Our Communications Policy covers general communications issues, our website, our Facebook page, *This Week at UUCB*, and *Parish Messenger*. Other sections cover on-line privacy and copyright issues.

### [Communications Policy](#)

Further specific information relating to privacy, *Parish Messenger* content, Order of Worship content, worship services live announcements, use of the Church Directory, and expectations regarding use of email are included in our Communications Procedures/Guidelines document.

### [Communications Procedures/Guidelines 6-2-23](#)

### **Community Partners**

We are active members of the Brunswick Area Interfaith Council (BAIC), and many of our events are appropriate to share with that group: [brunswickareainterfaith@gmail.com](mailto:brunswickareainterfaith@gmail.com).

We are also members of the Brunswick Downtown Association (BDA) and we have access to share events through their publicity channels <https://brunswickdowntown.org/submit-your-event/>.