

**Volume**

**3a**

# UU SANTA FE MANUAL

## Policies—Communications

Version 2.0

Approved May 23, 2019

# Revision History

Date	Version	Comments
October 20, 2010	1.0	Initial version approved by Board of Trustees
May 4, 2011	1.1	Minor changes including updated <i>Newsflash</i> policy
February 20, 2013	1.2	Minor editorial changes. Remove Board of Trustees approval for web content managers, change web section to match current practice.
May 23, 2019	2.0	Rewrite owing to large number of changes.

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## **Privacy and Confidentiality**

### **Purpose and Scope**

UU Santa Fe's privacy and confidentiality policy protects the members of the congregation from invasion of privacy.

The policy covers all congregation functions and activities in which personal information is available.

### **Policy**

The privacy of congregants is generally protected. No membership lists or contact information are shared with non-congregants and any news articles or media announcements that name congregants or staff members are released only with the permission of those persons. Articles about specific congregants in the *UU Santa Fe Weekly* or on the website are printed with permission.

Because the *Weekly* is shared with visitors and other interested parties, confidentiality cannot be assured.

The *Weekly* is sent electronically to subscribers only; the website has areas that are blocked from public view. For a complete description of website privacy policies, see page 5.

## **UU Santa Fe Communications Style Guide**

The Guide is intended to govern all UU Santa Fe communications, among them the Order of Service, website, UU Santa Fe Weekly, policy and other official documents.

The Guide is available on the Friends-Members page of the website or from the Communications Committee.

## **UU Santa Fe Weekly**

The *Weekly* may include brief, time-sensitive announcements such as:

- Announcement of specific, local events sponsored by UU Santa Fe, the Mountain Desert District and the UUA
- Information about UU Santa Fe programs
- Brief updates on UU Santa Fe financial status
- Announcement of the member's death or memorial service (these notices are sent as a special issue of the *UU Santa Fe Weekly* or from Breeze when the information becomes available)
- Photos of UU Santa Fe events

These publications may not include:

- Items of a political nature
- Advertisements, personal solicitations or business opportunities
- Submissions from non-congregants

Submissions from professional staff, Board of Trustees, Program Council, Team, Committee, and Task Force leaders will be accepted. Leaders of fundraisers, projects, ad hoc or short-term efforts may also submit items. Copy will be edited for spelling, punctuation and grammar; space restrictions may require that copy be condensed.

The *Weekly* is published weekly via email; archive copies may be viewed on the website.

## **UU Santa Fe Brochures**

UU Santa Fe may on occasion publish brochures (e.g., Membership, Welcome, Financial Support). Brochure content is provided by subject matter experts (e.g., the Membership Committee lead, and Minister for the Membership Brochure) and is reviewed and approved by the Communications Committee.

The Communications Committee will assist with these as time permits.

## **UU Santa Fe Website**

### **Purposes of the UU Santa Fe Website**

The UU Santa Fe website seeks to:

1. Establish and maintain a welcoming presence on the web for UU Santa Fe
2. Provide information about our congregation, its history and beliefs to seekers, friends, and members
3. Create a connection that allows members who are away or physically unable to attend services and programs to maintain contact with our community
4. Contribute to the general presence of Unitarian Universalism on the web
5. Facilitate communication and consolidation about UU Santa Fe and its members and
6. Provide a confidential means for members to access UU Santa Fe members-friends-only information

### **Website Content**

The website will include:

- Information about the congregation and its activities
- Contact information for UU Santa Fe and the staff
- Information of use for prospective visitors and members

- The website will not promote commercial interests, support any political affiliation, nor seek to further the agenda of a political organization or candidate running for office
- The website may post or link to organizations or events that support UU principles or Statements of Social Justice

Content will be placed either on public access pages that anyone can see or on privacy-protected pages that require secure access and are restricted to members, friends and staff.

This website will follow the guidelines of the UUA and will not republish copyrighted material without permission.

Appendix A contains an outline of current (April 2019) content and its distribution on the public and private portions of the site.

## **Website Privacy**

The website follows general UU Santa Fe policy on privacy.

Given the open access of the web, several key policy points are important:

Generally, only staff is listed as contacts on public web pages.

Out of respect for the privacy of members and visitors, no personal contact information will be placed on public web pages without permission. If contact information is given to publication editors, permission is implied.

Photos of adult members of the congregation may be placed on the congregation's public website.

Recognizable photos of children in our congregation will not appear on the public site without parental or guardian permission. When children are registered in religious education, the parent or guardian signs a permission statement. If permission is given UU Santa Fe may place unidentified photos of children on the public pages of the website; if permission is denied, photos will not be posted.

## **Website Privacy Statement**

The following statement will be posted on the website:

### **Privacy Policy**

This website is owned and operated by UU Santa Fe. We recognize that visitors to our site may be concerned about the information they provide to us, and how we treat that information. This Privacy Policy addresses those concerns. This policy may be changed or updated from time to time. If you have any questions, please write to us at [news@uusantfe.org](mailto:news@uusantfe.org).

The first principle of the member congregations of the Unitarian Universalist Association (UUA) is that we will covenant to affirm and promote the inherent worth and dignity of every person. We believe that this principle impels us to protect the privacy of visitors to this website.

**Personal Information:** We collect personal information from our members and visitors only on a voluntary basis. We do not sell or rent this personal information to other organizations.

**Cookies:** A "cookie" is a small piece of data sent to your web browser to store information from a web site. No cookies are used to collect personal information or identify a visitor to this site. Cookies are used by our web server to record a session security code for members who use the private portion of our site. These cookies are erased when the browser session is closed.

**Links to Third Party Sites:** Our web site contain some hyperlinks to web sites operated by parties other than UU Santa Fe. These hyperlinks are provided for your reference only. UU Santa Fe does not control such web sites and is not responsible for their contents. The inclusion of hyperlinks to other web sites does not imply any endorsement of the material on these Web sites or any association with their operators.

**We Care About Doing It Right:** In addition to maintaining privacy and security controls over information you share with us, UU Santa Fe works to accurately process your information. However, if inaccuracies occur, we will make every effort to correct them in a timely manner. To report any web site inaccuracies or for questions about UU Santa Fe's Internet Privacy Policy please email us at [news@uusantafe.org](mailto:news@uusantafe.org).

## **Webmaster**

A member(s) of the congregation shall act as webmaster(s) with backup from the IT Coordinator (a member of the IT Committee). The webmaster shall also be a member of the Communications Committee. Webmaster responsibilities include:

1. Overall authority and control of website administration
2. Administer the website content consistent with the congregation's mission and the Purposes and Principles of UUA
3. Act as liaison to the organization currently hosting the website, Weebly
4. Act as liaison to the Domain Name Service currently hosting our domain name
5. Administer access to all parts of the site
6. Coordinate the development and delivery of content to be placed on the website
7. Develop guidelines for the look and feel of the website so that its appearance is consistent and access to information is logical
8. Coordinate with Board of Trustees members and various committees to provide content consistent with this policy
9. Designate congregation members who will help in maintaining web content and provide password access for them to do their work
10. Create back-up copies of the website at least monthly
11. Maintain a budget for web-related activities and report at least annually to the Vice President for Finance regarding financial activities related to the website, as part of the Communications budget line
12. Review this web policy annually to ensure that the website policies outlined in this document are followed
13. Maintain a contact form on the website so that members and the public may report problems, etc. and

14. Access email relating to the website daily and make changes promptly

## **Website Content Administrators**

One or more congregation members or staff, designated by the Webmaster, will act as website content providers, editors and reviewers.

Website Content Administrator duties include:

1. Gather information (text, graphics) for the site from a variety of sources
2. Act as liaison to the Minister, Board of Trustees, staff and committees as appropriate
3. Review page layout for his/her area of responsibility
4. Develop web content consistent with the mission of UU Santa Fe and the Purposes and Principles of UUA
5. Keep dynamic information current
6. Work with the Webmaster to update, enhance and expand the website,

## **Social Media**

We all want the UU Santa Fe social media community to be a safe and comfortable environment through which people connect and share ideas and information, and to be a useful and productive tool for growing and learning together. To ensure this, we expect participants to

- Behave responsibly and respectfully towards everyone using the UU Santa Fe social media outlets, respecting their values and viewpoints as well as their rights and feelings
- Work with others to ensure that the UU Santa Fe community remains welcoming to new participants and ideas, and embraces diversity
- Acknowledge that differences of opinion and conflict will undoubtedly occur, and agree to resolve conflict constructively
- Understand that every member of this community operates under the same expectations and that all have a stake in seeing that it is observed and enforced
- Behavior towards other members of this community will reflect that participants abide by the UU Santa Fe Covenant of Right Relations
- Acknowledge that if the Social Media Administrator concludes that someone has repeatedly and willfully violated this agreement, their rights to participate in this community can be terminated

## **UU Santa Fe Social Media Reminders**

Users of the UU Santa Fe social media (email lists, Facebook, and the like) outlets are expected to observe commonly held and understood rules of behavior. Be careful and cautious about what you say about whom/what. For example, anything you say here you should be willing to see in print on the front page of the *New York Times*. Communication that is not appropriate for such broad distribution will be deleted. Be cautious with electronic communication. Without the body language and facial gestures of face-to-face communication, it can be easily

misinterpreted and escalate a touchy situation into a full-fledged argument before those participating realize what has happened.

## **Social Media Dos and Don'ts**

- Do engage in civil discourse and treat each other decently and with respect
- Do have authentic conversations—from the head, the heart and the gut
- Do foster a spirit of group creativity, experimentation, exploration and good will
- Do have a shared commitment to work together toward better communication and better conversations
- Do share your insights, your knowledge and your gifts and talents
- Do help newcomers feel welcomed and contributors feel valued
- Do support each other in a positive and affirming way
- Do discuss problems and controversial issues in a constructive and general way to avoid hurting others' feelings or starting flame wars
- Don't send personal attacks, slurs, or offensive or disruptive messages
- Don't "flame" (i.e., send messages that are far more belligerent, sarcastic, accusatory or just plain mean than you would be in person); if you are tempted to send an angry message, take a walk around the block first

## **Public Relations Support**

The Communications Committee supports spreading the word about UU Santa Fe activities in the following ways:

- Maintaining the website
- Publishing the *UU Santa Fe Weekly*
- Managing social media posts
- Providing training (through workshops) for those involved in communications activities for UU Santa Fe
- Maintaining a list of media contacts
- Maintaining a sample Communication Plan that may be modified for use by those publicizing events (see Appendix B)
- Providing a template for press releases (see Appendix C)

**The Communications committee does not prepare and distribute communications plans or press releases but may advise those performing these activities.**

## **List of Media Contacts**

The Committee will maintain a list of media contacts (e.g., newspapers, periodicals, radio, television) including web-based resources such as Craig's List and santafe.com.

## **Training**

Training would typically include: Reviewing communications options (e.g., website, press release), sharing editorial guidelines, discussing development of communication plans and press releases.

Training would be done in groups insofar as possible but may also be done with individuals or small groups as needed.

## **Communications Plan**

When publicizing events, it is helpful to develop a plan that addresses which media will be used, when they will be used and what the key messages are. The sample plan includes the most common outlets UU Santa Fe uses along with information on deadlines, required formats, etc. Appendix B has a sample plan (page 1) for a recent fundraiser.

## **Press Releases**

A press release is a good way to communicate clear and concise information about events to media outlets. Appendix C has a sample press release that may be adapted for use.

## Appendix A: Website Content

Content	Public	Member/ Friends Page	Comments
Board minutes		X	
Budget updates, etc.		X	
Calendar of events	X		
Committee information	X	X	As it pertains to events; most information in <i>Weekly</i>
Contact info	X		Minister, staff and webmaster contact info only
General UU Santa Fe Information	X		
Order of Service	X		
Other forms (e.g., contact, pledge)			From either Weebly forms or Breeze forms as appropriate
Photo Gallery or Carousel	X	X	For events
Registration forms for Lifelong Learning	X		Linked to Breeze application
UU Santa Fe Directory		X	
UU Santa Fe Manual	X	X	Link to Governance Page in <i>Weekly</i> and on Member/Friends Page
<i>UU Santa Fe Weekly</i>		X	Link to MailChimp archive
Video of services	X		

## **Appendix B: Communication Plan Template (sample)**

**October 2018 Book Sale Communications Plan (Sale 10/12-10/13)**

**As of September 16, 2018**

Note. The “responsible” column is the person who will “place” the communication.

Date	Venue	Responsible	Status	Comments
9/16	BookSaleFinder.com	Roberta		Remember to put up their posters.
9/18	Website	Roberta, Sherry		Basic info and call for volunteers up now
9/18	Weekly/OOS	Roberta		Save the dates and info
9/23	Monitor	Roberta		Powerpoint slide; save as jpg; send to George Weston
9/22	Update Poster (11 x 17)	Roberta	In progress	
9/23	Print Poster (11 x 17)	Aaron	In progress	Printed at church, for our volunteer table
9/23	Table at church			Details tbd. Handouts, volunteer signup, etc.
9/23	Emailed volunteer request	Roberta/Barbara G		Will send to potential volunteers in Breeze church system.
9/23	OOS insert	Roberta	In progress	Slip with dates, drop off info, etc. on it. Also on table with poster and volunteer signup
9/25	Weekly	Roberta		Info on what to save up, when to drop off, request for co-chairs and volunteers, drop off
9/29	Special Weekly	Roberta		Everything you want to know about our book sale. Drop off starts tomorrow!
9/29	<i>Santa Fe New Mexican- Pasatiempo calendar</i>	Laura		Send press release and short copy to <a href="mailto:pasa@sfnewmexican.com">pasa@sfnewmexican.com</a>
9/29	KSFR radio	Laura		See text later in this doc. PSA/Radio Café/News Release
9/29	Craig's List	Laura		<a href="http://santafe.craigslist.org/gms/5845348204.html">http://santafe.craigslist.org/gms/5845348204.html</a>
9/29	Update 8 ½ x 11 poster	Roberta	In progress	
9/30	Table at church			Details tbd. Handouts, volunteer signup, etc.
9/30	Print 8 ½ x 11 poster	Aaron		Print at church. Card stock; 2-sided; color; 20 copies
10/1	Distribute Posters 8 1/2 x 11	Barbara L		Post at church and other locations – see list in this document

## **Appendix C: Sample Press Release**

For Immediate Release:

### **Unitarian Universalists of Santa Fe (UU Santa Fe) to Hold Annual Book Sale October 12-13**

**Santa Fe, New Mexico. September 20, 2018** – UU Santa Fe will hold its annual used book sale Friday-Saturday, October 12-13, at 107 W. Barcelona (corner of Galisteo and Barcelona). Sale hours will be:

- Friday – 8 am until 9 am – EARLY BIRD, \$20 admission
- Friday – 9 am until 6 pm – OPEN TO THE PUBLIC
- Saturday – 9 am until 2 pm – OPEN TO THE PUBLIC

At the sale you will find:

- New and gently used books for all ages (fiction/nonfiction)
- 100s of audio CDs (classical/pop)
- Audio books on CD and cassette (fiction/nonfiction)
- DVDs for adults and children
- Collectibles and gift quality items

Many materials are in like-new condition.

Prices range from \$1 for children's books and mass market paperbacks to \$3.00 for hardcover books, with some very new or collectible items priced separately. On Saturday, from 12-2 pm only, all materials (except for special priced items) will be ½ price.

Cash, local checks with identification and credit cards accepted.

**Questions:** Email [fundraisers@uusantafe.org](mailto:fundraisers@uusantafe.org).