

Unitarian Universalist Church of Spokane Communication Policies

The Communications efforts at the Unitarian Universalist Church of Spokane (UUCS) support the church's mission statement, to "Create Community. Find meaning. Work for Justice." Our tools of communications are meant to encourage individuals through providing information and resources relating to our church community including ministry, philosophy, activities and events. Communications are intended to inform individuals by providing accurate, clear, and timely information about daily church functions and ways in which the UU community is living out our values within and outside our walls.

There are multiple means of communication at UUCS:

- Breeze Directory Use (for communication between congregants)
- Newsletter: the weekly SUUN e-newsletter
- SUUNday Focus Bulletin, special inserts
- UUCS Church Website (www.uuspokane.org)
- All Church Emails via Breeze (for urgent/emergency notifications only)
- Online Church Calendar
- Ministers' Blog (News)
- Facebook Page & Groups
- YouTube Channel
- Bulletin Boards (entryway, back of Friendship Hall, hallway outside office)
- Posters and Sunday Tables

In order to best utilize these means of communication, this document provides the Policies regarding each form of communication, including its purpose, primary contact person, pertinent deadlines (if applicable), and guidelines.

These policies are in place for several important reasons:

- We intend to inform our UUCS community with clear and concise information, so as to improve the overall communications experience of all involved.
- We intend to support those people who are seeking to communicate with our church by providing clarity on the resources available through UUCS.
- We intend to support members and friends of the church in finding the relevant information they need about important notices, upcoming events, relevant stories, inspiration, and contact with one another.
- We intend to support newcomers and those who are seeking our church in easily finding the relevant information they need.
- We intend to best utilize our staff resources of time and energy.

While these many means of communication are often effective, they are secondary to the benefit of face-to-face contact and word-of-mouth communication when available. Never underestimate the power of talking to people about your event or issue! Please contact our Operations Team if you are concerned about our communication efforts.

UUCS Specific Communications Policies

UUCS Member & Friend Directory Usage Policy

The UUCS Membership directory is intended for **PERSONAL USE ONLY** by members, friends and staff of the congregation. These listings are not to be used for commercial purposes, business promotions, or political promotions. These listings are not to be used for compiling mass emails. If you have an email you would like sent to the entire congregation, please submit your request to the Operations Manager. Please see the All-Church email guidelines below. Thank you for your respectful use of our directory. Misuse of our directory may lead to restricted use. **Please note that UUCS All-Church emails ONLY come from an official UUCS email account ending in @uuspokane.org.*

Weekly Publications (newsletter, bulletins and website)

Submissions to our publications are a welcome part of being a participating member, team or group of our congregation. Types of submissions encouraged include upcoming activities or events, information for special services, or news from one of our teams, groups or members. Please remember that we only publish for events and topics that are UU specific, or connected strongly to UU values, church interests and/or projects (i.e. community partner events). Information on church members of any kind is always welcome. We DO NOT allow at any time articles of personal opinions/editorials, advertising of private businesses or promotion of political candidates. We DO NOT allow submissions by individuals who are not members, active friends or community partners to any of our communications. We DO NOT allow links to personal accounts of any kind including: personal file sharing accounts, personal social media accounts, or personal content sharing accounts. All other links must be vetted and approved by your team leader or church staff. All submissions are subject to review by church staff and leadership for approval.

- **For ALL submissions, please make sure that your information is complete and correct.**
- **Be sure to edit and finalize your information before submitting it.**
- **Be sure your submission follows the publication specific guidelines.**
- **Be sure your submission includes contact information to be published with your article.**
- **Accuracy is the responsibility of the contributor.**
- **Submissions are subject to editing or clarification, including length, and appropriateness determined by the UUCS editor and staff.**

UUCS Weekly SUUN (weekly e-newsletter)

Purpose: The purpose of the weekly SUUN newsletter is primarily to communicate about our ministry, philosophy and events and activities of UUCS. The SUUN sets a tone and serves as an introduction to our church, publicizing opportunities, sharing events and inspiration for how we live out our UU principles. It is a weekly publication in order to communicate accurate, timely information regarding church notices, announcements, save the date, activities, upcoming events and occasional reports.

Contact: suun@uuspokane.org

Applicable Deadline: Each Wednesday by 3:00 PM

Guidelines: Email submission to: suun@uuspokane.org or fill out the submission form available on our website. Please make sure that your submission is **250 words or less**, text, typed or copied into the body of an email, or fill out the submission form. If you have an image or logo to include, please attach it as a separate image file. If you are submitting for an event, include title, time, date and location. All submissions are subject to editing. If

you have a longer version of your submission, you may consider submitting it to the Congregation News and/or Upcoming Events sections of the website.

Announcements: Announcements will run for two weeks and are limited to notices only. Announcements should have a title and a brief description. An example of an announcement would be “the Nomination Team is seeking Board nominations – check out our website for application and guidelines”. Special church fundraisers or other similar announcements may run for longer periods of time, but those will be at the discretion of the administration. Other announcements may include special church fundraisers, Wheel of Life (birth, death, marriage, member specific family announcements, etc.), UU Helping Hand (community need) submissions, or other similar announcements at the discretion of the administrative team. All announcements should include a contact name and email or phone number.

Upcoming Events: Events in this category will be promoted up to three weeks prior to the event. This could be a special event or a regular meeting of a church team or group. Upcoming Events should have a title, date, time, location, contact information and brief description. If there is a longer description, a link can be provided to a website or flier.

Save the Date: Events in this category will be published two to six-weeks out. Save the Dates are limited to church events that happen at infrequent times (i.e. retreats, annual dinner). Events should have a title, date, time and contact information.

SUUNday Focus Bulletin

Purpose: The purpose of the SUUNday Focus is to provide an outline of the worship service, acknowledge lay and shared ministry for that Sunday and provide summary information about upcoming church events and programs.

Contact: focus@uuspokane.org

Applicable Deadline: Each Wednesday by 10:00 AM; unless otherwise announced

Guidelines: Email submissions to focus@uuspokane.org. Submissions should be **100 words or less**, text only, typed or copied into the body of an email. If you have an image or logo to include, please attach it as a separate image file. If you are submitting for an event, include title, time, date and location. All submissions are subject to editing.

Announcements: Announcements will run for two weeks and are limited to notices only. Announcements should have a title and a brief description. An example of an announcement would be “the Nomination Team is seeking Board nominations – check out our website for application and guidelines”. Special church fundraisers or other similar announcements may run for longer periods of time, but those will be at the discretion of the administrative team. Other announcements may include Wheel of Life or UU Helping Hand submissions. All announcements should include a contact name and email or phone number.

Upcoming Events: Events in this category will be promoted up to three weeks prior to the event. This could be a special event or a regular meeting of a church team or group. Upcoming Events should have a title, date, time, location, contact information and brief description. If there is a longer description, a link can be provided to a website or flier.

Save the Date: Events in this category will be published two to six-weeks out. Save the Dates are limited to church events that happen at infrequent times (i.e. retreats, annual dinner). Events should have a title, date, time and contact information.

Inserts: Inserts will be considered on a case-by-case basis. All inserts must be approved through the office staff via email prior to the submission deadline. They should be sent as an MS Word, MS Publisher or PDF document to fit a half-sheet of paper. That means two copies, side-by-side (5 ½" by 8 ½"), on a printing size of 8 ½" x 11" (landscape orientation). If it has front and back, make sure that the front and back are on two separate pages within the same document. We will print, cut and insert! If you need assistance in formatting your documents, we are happy to help, please make sure that you give us at least 2-3 weeks lead time before you need it printed to ensure that it is completed on schedule. It is also very important to make sure that your information is complete and correct. Make sure you edit and finalize your work before submitting it. If you have any questions, please contact us at commanager@uuspokane.org.

Church Website - www.uuspokane.org

Purpose: The purpose of the Church website is to provide a constant Internet presence for UUCS, as an outreach and resource for newcomers and those interested in Unitarian Universalism, to provide notices, information about upcoming events, and church news to members and friends.

Contact: commanager@uuspokane.org

Guidelines: Information will be posted to the website which is accurate, up-to-date, and related directly to UUCS. If you are submitting an event to one of our publications and would also like it included on our website, please let us know in your submission request to the other publications. If you are a team or group needing to update content on your team page make sure that the content is text only, typed or copied into the body of an email or an attached Word document with no formatting (bullet points or numbering are allowed). Your content needs to be complete, edited and finalized with clear layout directions if necessary. Images need to be included as separate attachments, not embedded in a document.

Web pages on the UUCS website are limited to certain teams only, approved by the Operations team via request. Teams need to be sure their content has been vetted. Congregational News is a section of the website dedicated to longer submissions by UUCS members. This is similar to our Wheel of Life, it is intended as a place to share information on church members of any kind. We DO NOT allow at any time articles of personal opinions/editorials, advertising of private businesses or promotion of political candidates. We DO NOT allow submissions by individuals who are not members, active friends or community partners to any of our communications. We DO NOT allow links to personal accounts of any kind including: personal file sharing accounts, personal social media accounts, or personal content sharing accounts. All other links must be vetted and approved by your team leader or church staff. All submissions are subject to review by church staff and leadership for approval. Please contact the church office for more information. **Please note that we can not post copyright protected content to our website without written consent from the originator of the content. This may include written information, fonts, images, music, videos or other content. Make sure that your submission does not include any copyright protected content, or links to copyright protected content, without prior written consent.*

All Church E-mails

Purpose: The purpose of an All Church E-mail is to provide time-sensitive, specific information to members and friends, about church programs and events that shape direction, mission and vision of the congregation. These are specifically limited to urgent, emergency and time sensitive notifications. **Please note that UUCS All-Church emails ONLY come from an official UUCS email account ending in @uuspokane.org.*

Contact: commanager@uuspokane.org

Applicable Deadline: Please allow at least 48 hours to process your request. (see details in bullet points below)

Guidelines: E-mail blasts will be limited to UUCS programs and events, specifically:

- Special notices requested by the Board of Directors, or the Minister, in which all members are expected to be notified.
- Urgent or emergency communication to notify church members and friends of cancellations of services or events, due to weather interference or other time sensitive information or decisions.
- Under special circumstances, ZOOM meeting links can be provided.
- If you have an email you would like sent to the entire congregation, you may have it approved by the by the Operations Team. Please note that approval may be subject to timing of Ops team meetings. Keep these timelines in mind when submitting your requests.

Church Calendar

Purpose: The purpose of the Church calendar is to provide a visual display of upcoming events and to reserve use of our many rooms for meetings, events and team and group usage. This is also available to outside parties utilizing our building for their events. This calendar is available to view and submit through via our website at www.uuspokane.org.

Contact: michellec@uuspokane.org

Guidelines: To submit your event and/or request room usage simply go to our website and view the calendar, then follow the steps to submitting your event. Or, you may email our Administrator to request your event.

Ministers' Blog

Purpose: The minister's blog is a forum for your UUCS ministry team to communicate their thoughts, hopes, and resources in an informal way with interested parties.

Contact: minister@uuspokane.org

Guidelines: Ministers will post information, thoughts, and ideas related to the monthly theme, to UU/UUCS events or issues, or other pertinent or related topics. They will not post personal or random information. The blog posts will not be used solely as a mechanism to promote events, although related events might be posted along with a minister's thoughts on an issue or topic.

Facebook Page - www.facebook.com/UUSpokane

Purpose: Anyone within or outside of UUCS can view or "Like" the Business Page to follow our communications, see administrative posts about upcoming services and events at UUCS. The goal of the UUCS Facebook page is to share upcoming services and events, and to promote a public place to find more information on our church, our faith and values.

Contact: commanager@uuspokane.org

Guidelines: Please see our Social Media Policy for complete rules of use. If you would like your upcoming event promoted on our Facebook page please include that in your submission request for other publications. We DO NOT allow at any time posts/articles of personal opinions/editorials, advertising of private businesses or promotion of political candidates. We DO NOT allow posts/submissions by individuals who are not members, active friends or community partners to submit to our social media channels.

Facebook Groups

Purpose: UUCS has several "private" Facebook group pages to communicate with and between members (e.g., UUSpokane, UUSpokaneYouthGroup, UUSpokaneYoungAdults, UUCS Women's Group and UUCS Social Justice Group). These groups are moderated by members of our Social Justice and Healthy Relations Teams.

Guidelines: Please see our Social Media Policy for complete rules of use. We DO NOT allow at any time posts/articles of personal opinions/editorials, advertising of private businesses or promotion of political

candidates. We DO NOT allow posts/submissions by individuals who are not members, active friends or community partners to submit to our social media channels.

UUCS YouTube Channel

Purpose: Our YouTube channel is our location on the internet to archive and share our past recorded Sunday morning services. This channel is to be used for this purpose only and not for posting any other videos.

Guidelines: This account is managed by the administrative staff.

Poster Policy

Purpose: To publicize an upcoming event to the church community.

Contact: UUCS Administrative Office

Guidelines: All posters need to be approved and placed by the church administrative staff. In an effort to keep our walls, doors, etc. uncluttered – and to ensure that members and friends are well-informed about events and programs – the administrative staff has the following policy with regard to the posting of flyers and posters: There are many and varied ways to communicate your event or program – Facebook, the weekly UUpdate, the SUUN, the SUUnday Focus, Friendship Hall display table space, the display case located in the entry way, as well as the bulletin board located in the hallway near the administrative offices. If you still wish to hang a poster or flyer, we ask that you bring it to the office where the staff will take care of displaying it in an appropriate place and manner. Please note that all of the above-mentioned methods of communication need to come through the church office.

Entryway Display Case

Purpose: The purpose of the entry way display case is to inform the church community of upcoming events and Social Justice events.

Contact: UUCS Administrative Office

Guidelines: Please allow two (2) business days for your item to be posted in the display case. Due to limited space, these guidelines are similar to that of the Friendship Hall display tables. Materials placed in the case are limited to those from church-sponsored groups or programs. Please do not tape items to the outside of the case. If there is no office staff on duty, simply place the item on the desk in the church office with a note requesting that it be placed in the case. You can also email items to the church office.

Community Bulletin Board

Purpose: The Community Bulletin Board is located across from the bathrooms in the hall outside the church offices. This is a venue for all church-related postings for community interest. Items appropriate for the board are wide-ranging -- For example: Spokane theatre or chorale events, UU travel opportunities around the country, newspaper clippings of potential interest to the community, and notice of a UUCS youth offering babysitting to the community, etc.

Contact: UUCS Administrative Office

Guidelines: The staff reserves the right to remove outdated, inappropriate, or offensive material from the Community Bulletin Board.

Trifold Bulletin Board - Welcome Table

Purpose: The trifold bulletin board located behind the Welcome Table is intended for member communications. This is a place to pin up your business cards, help wanted/help offered signs, interesting articles and other member news or notes of interest.

Contact: UUCS Administrative Office

Guidelines: The staff reserves the right to remove outdated, inappropriate, or offensive material from the Friendship Hall Bulletin Boards.

Friendship Hall Table Space

Purpose: The purpose of the Friendship Hall display tables is to publicize an event or a cause, and possibly to recruit volunteers or participants for your team, group or event.

Contact: UUUCS Administrative Office or the Worship Team

Deadline: Space is granted on a first-come, first-served basis to groups that meet the criteria below. **Guidelines:** Because we have limited space in our Friendship Hall during coffee hour, there are a limited number of tables to be used for display. Table space is limited to church-sponsored groups, programs, and activities. All requests must be coordinated through the church office. On a typical Sunday there are three tables, or six half-tables, available for display use. The office will assign tables based on the information received when the request is made, as well as on availability. Requests for table space will be granted for no more than one month at a time, with a few exceptions. All display materials must be kept neat and orderly. When placing your display, be sure to use the sign holder on top of your table, do not tape signs to the table. Please do not use anyone else's space or put out display materials without first contacting the office.