

## UUCS Social Media Policy

“We need not think alike to love alike.” Francis David, a famous Unitarian Universalist stated this over 400 years ago as a way to describe the foundation of the UU unity as a religious community. We seek to be kind to one another, and to respect our differences.

Terms for healthy communication and relationships:

These terms affirm the foundations of our unity at UUCS. Our commitment to one another ensures that our community will be a safe and inspirational place in which we, as individuals and groups, can live out our spiritual journeys.

We will be mindful of how we communicate with and about others.

- Listen actively and seek to understand the perspective and opinions of others
- Use “I” statements when expressing our own views, always mindful that our thoughts and opinions may not be shared by others
- Be respectful and kind in our words, tone and other forms of language
- Use all forms of electronic communication with respect, kindness, and special care

We will seek a peaceful and constructive resolution process when conflicts arise.

- Communicate directly with the person or group involved, instead of gossiping or speaking negatively about others in the wider community
- Assume that others act with good intentions
- Check the accuracy of our perceptions and assumptions
- Be forgiving and loving when we or others make mistakes
- Apologize, when warranted, and seek to make amends
- Call on congregational resources when help is needed

We will celebrate the diversity within our community.

- Reach out to others with warmth and kindness in a spirit of welcome
- Recognize and honor the diversity of beliefs and spiritual paths within our community, including the words and ways people choose to express their spirituality
- Be curious, appreciative, and informed about the perspectives that differ from our own
- Honor the contributions and needs of those who have been historically marginalized in the larger world and in our congregation, and seek growth in our ability to be welcoming

We will build the common good.

- Build mutual trust through an honest and responsible use of information
- Contribute our gifts of time, talents, and other resources
- Encourage and support the involvement of everyone in the life of our congregation
- Express gratitude and appreciation for the contributions of others
- Respect the roles and responsibilities of the congregational leaders and staff
- Respect UUCS’s established policies and procedures

## Universal Social Media Policies

Social media is often the first image our congregation presents to newcomers, questioners, and visitors. We must be mindful of how we present our congregation through these social media channels when posting/publishing under the UUCS name. All communication we send out must comply with the terms above, the Covenant of Good Relations and must comply with our Mission, Values and our Ends. These should always be on our mind as we communicate under the UUCS name: we aren't speaking for ourselves; we're speaking as the congregation.

- All communication must comply with the agreed terms above as well as with the Covenant of Healthy Relations. If there is a post/comment from a congregant/visitor that you feel violates our Covenant of Healthy Relations, delete the post/comment in questions and send a private message bringing attention to the terms and Covenant, informing the commenter that repeat offenses will lead to being banned.
- Stay away from posts dealing with Social Justice issues unless given approval or instruction by the minister or the Social Justice Team, or unless it is initially posted by the UUA or Standing on the Side of Love campaign. When we post something as UUCS, it becomes our official stance of the congregation. If we haven't yet taken a stance on an issue that's available on our official website, you need to get approval before posting. If any congregant posts anything social justice related on our official communication tools, be clear that, "this represents the opinions of this individual, not the congregation," and moderate to make sure they are in accordance with our terms and Covenant of Healthy Relations.
- No posts advertising private businesses or political candidates are allowed under any circumstances using official congregational accounts. Events/posts from partner nonprofits we have worked with in the past or further our mission/values/ends are acceptable unless those events/posts conflict with any policy in this document.
- Before posting any picture or image of a child, we must have a parental waiver. If a child/youth from our congregation ever posts something that is alarming, implies abuse or suicidal thoughts, immediately bring attention of the post to the Director of Religious Education and Youth Programs Coordinator.
- All social media outlets need to be updated regularly, preferably weekly, if not daily, with relevant content. Content should look professional, be free from typos and grammatical mistakes. All words, pictures, videos, music, and any other media must either be original work of the poster or copyright laws and appropriate attribution must be followed.
- Formally recognized affinity groups within UUCS may request events posted/shared on their behalf.

## Facebook

The UUCS official Facebook Page and group are currently our primary means of social media communication. Facebook serves three main areas:

1. Community building, inspiration, and announcements for current members/friends.
2. Information for Visitors/Newcomers/Seekers/Questioners
3. Outreach/Connection to the greater community.

UUCS has the right to delete any inappropriate content from our page and groups, including but not limited to: irrelevant content, hateful content, attacks against an individual, financial solicitations, endorsements of a political candidate or party, and content that violates Facebook's terms of use, code of conduct, or other policies. Content that violates Facebook's policies may also be reported.

The UUCS Facebook page is the official presence of the church on Facebook. Our page serves as an outreach to members, friends, visitors and interested others. This page exists as the vehicle for information regarding the church, location, service times, mission, values and ends. It is used for the publishing of UU related content, upcoming UUCS events, special events at UUCS, sharing of community partner events and serves as a point of contact for those seeking out our community. Advertising, solicitation of goods and services, and electoral political campaigning are not permitted. Abusive language/behavior also are not permitted. UUCS reserves the right to remove postings/comments that violate restrictions or are not in keeping with our mission.

The UUCS Facebook group is for church members and interested others. This group exists as a vehicle for celebrating and sharing church and member news, accomplishments, and events through photos, news items, and information related to the church mission, values and ends. Advertising, solicitation of goods and services, and electoral political campaigning are not permitted. Abusive language/behavior also are not permitted. UUCS reserves the right to remove postings that violate restrictions or are not in keeping with our mission.

*\*Adapted from the UUCA Covenant of Healthy Relationships & UUA social media policies*