



Westside Unitarian  
 Universalist Church  
 901 Page Ave.  
 Fort Worth, TX 76110

## WUUC Policies and Procedures

<b>Title</b>	Digital Communications Policy
<b>Number</b>	M.2
<b>Purpose</b>	See Purpose below.
<b>Scope</b>	This policy will apply to all church digital communications.
<b>Definitions</b>	
<b>References</b>	M.3 Communication and Privacy Policy
<b>Appendices</b>	None
<b>Author</b>	Digital Communications Committee
<b>Approval Dates</b>	Origination: 2/17/2015 Last Revision: Last Reviewed: Next Review Date: 7/1/2019

### Digital Communications Policy

#### Purposes for Digital Communication

- Promote the seven principles of Unitarian Universalism within our congregation and in the larger world.
- Generate interest in Westside Unitarian Universalist Church and Unitarian Universalism in general.
- Distribute news and announcements about church programs, concerns and events.
- Foster conversation and sharing in a safe digital environment.
- Provide information for newcomers, visitors and questioners.
- Bring awareness to supported non-profit groups and charities that share values with Westside Unitarian Universalist Church.

#### Digital Media

##### 1. General Web and Digital Media Procedures

- All Posts must comply with the mission and vision of Westside UU Church.
- All Admins of the Website, Facebook, Twitter and other social media of Westside UU Church must be mindful that they are speaking for the congregation.
- Once created, all Digital Media posts and communications must comply with a Covenant of Healthy Relationships, leading by example. (the church will be working on this within the year)
- No Posts advertising private business or political candidates are allowed under any circumstances.
- Events/Posts from partner nonprofits that further our mission and vision are acceptable.

- F. Posts including photos or images of children are acceptable once a waiver is signed by a parent or guardian of youth in our RE program. Any child whose parents/guardians wish to not have photos posted may request so via the minister, Director of Lifespan Religious Education, or a member of the Digital Communication Committee.
- G. All digital media will be updated regularly, with relevant content, look professional, be free of typos and grammatical errors, and comply with copyright laws and have appropriate attribution. Quotes must be properly attributed, or have their sources designated.
- H. Whenever possible all digital media produced for Westside UU Church should comply with the W3C Web Content Accessibility Guidelines or otherwise make every effort to enable access to such content by those with disabilities.
- I. Changes to themes, profile pictures, color schemes, and the addition of Apps, must be approved by the Digital Communications committee.
- J. The Digital Communications Committee will moderate changes to website, posts, and tweets of all Westside UU.
- K. Any new digital media systems created such as new Facebook or Twitter pages or accounts, new websites, or other social or digital media venues should be approved by the Digital Communications Committee prior to setup. This will enable the church to speak with a unified voice and vision and ensure information is up to date.

## 2. **Website**

- A. westsideuu.org is managed by staff and leadership volunteers as determined by the Digital Communications Committee.
- B. Items submitted for posting to the website are subject to editing to ensure consistent style and content clarity.
- C. Westside UU-related groups may request that pages/information be added for specific purposes. The Digital Communications Committee will determine the placement and review/edit the content of the page.

## 3. **Facebook and Twitter and Other Social Media**

- A. Social media accounts will have at least two administrators from the Digital Communications Committee and can also include staff and volunteers as designated administrators.
- B. Posts/Tweets from social media must reflect our mission and vision.
- C. Hashtags or # are encouraged as it is how twitter's search engine will allow followers to find us. Example #westsideuu #UU #UUvalues
- D. Commenting
  - i. Commenting on posts on our page is acceptable for relaying information about the church or its events and must be relevant to the initial post.
  - ii. We can "like" other denominational pages, local nonprofits and organizations that comply with our mission and vision.
  - iii. Feel free to retweet messages from community partners, UUA programs or other congregations.

- iv. Follow back other UU congregations and organizations, community organizations in our area, and members/friends of the congregation.
- E. Disciplinary Action
  - i. Admins will get notified when others post on one of our social networks.
  - ii. Posts that are of a threatening nature, or that don't comply with the mission and vision of Westside UU Church will be acted upon immediately.
  - iii. Admins will delete the post and send a personal message to the person responsible for the post.
  - iv. Continued offenses could lead to the person being banned from the page. Decisions for disciplinary action will be determined by the Digital Communications Committee.

#### **4. Newsletter**

- A. The Newsletter features content which promotes our mission and vision and helps build community within and beyond our congregation.
- B. Oversight is given to the Editor, along with any team members as selected by the Editor.
- C. All content submitted by contributors may be edited by the editor for style, clarity and brevity, as needed.

#### **5. Weekly Web**

- A. The Weekly Web features content which promotes Westside UU Church's programs and provides members and friends with updates and information.
- B. Oversight is given to the Office Administrator.
- C. All content submitted by contributors may be edited by the Office Administrator for style, clarity and brevity, as needed.

#### **6. Westside Online Forums**

- A. The purpose of the online forums is to share information of interest and foster healthy discussion.
- B. All forum members must comply with the Relational Covenant.
- C. All forums will have at least two moderators.

#### **7. Interacting on Social Media**

- A. Guiding Principle: All social media are public spaces and should be treated as such.
- B. Be honest. Do not blog anonymously, use pseudonyms or false screen names. Be honest and authentic: use your real name, be clear about who you are, and identify yourself as a member, friend, volunteer or staff member of Westside UU Church.
- C. Be aware of your own privacy needs. Be smart about protecting yourself and your privacy. Consider carefully what you post and be cautious about disclosing personal details. Be mindful of posting information that you would not want the public to see.
- D. Protect Westside UU Church members and friends. Never identify someone by name or obviously reference them in some other way without their permission and

- never discuss confidential details about them. If you do speak about another, make sure that what you say is factual and does not disparage that party.
- E. Use disclaimers. Always make it clear that any views and opinions you express are yours alone and do not express any official position.
  - F. Observe copyright rules. Always credit others for their work and make sure you have permission to use material before you do so. "Fair use" requirements dictate that you should never quote more than short excerpts of someone else's work without explicit permission and always attribute work to its original author or source. Where applicable, provide a hyperlink to the original source.
  - G. If you see something, say something. If you see misrepresentations made about Westside UU Church in the media, you may point them out but always respectfully and with reference to facts.
  - H. Do not be inflammatory. Social media is not the place to conduct arguments. Make sure what you are saying is factually correct. If a discussion becomes too heated, an administrator may decide to remove it from the site, archive it, and arrange for the parties to meet in person. Sometimes issues need to be discussed face-to-face rather than online.
  - I. Think before you post. Social media's greatest strength is also the source of its potentially greatest weakness: speed. You can get the word out fast but that goes for mistakes as well. Be the first to respond to your own mistakes on social media: own up to and correct them quickly! If you choose to modify an earlier post, make it clear that you have done so.
  - J. Respond to critique. If someone accuses you of posting something improper (such as using their copyrighted material or a defamatory comment about them), work to resolve the situation. Let a staff member know quickly if a problem or a potential problem has arisen.