

First Unitarian Universalist Church of Detroit

Communications Policy

Trustee/Portfolio:

Drafted: January 30, 2009

Adopted: February 11, 2009

Revised

Rationale:

The responsibility for the policies and procedures of all church communications is the responsibility of the Board of Trustees and it's designates. The media this policy includes, but is not limited to; newsletters, fliers, event promotions, website, social media and Sunday announcements. This policy also includes any press releases and interview requests.

Policy:

The content of all 1st UU Church of Detroit communications should be consistent with the mission and vision of the 1st UU Church of Detroit congregation. All communications using the name or likeness of the 1st UU Church of Detroit may operate only with the consent of the Board of Trustees or it's designates.

Communications Policy Manual – Recommended Check List:

This policy addresses the objectives of each type of communications and privacy issues. Operating guidelines for submitting information for each media outlet will be developed by those charged to spearhead the endeavor.

Newsletter

The primary function of the newsletter is to inform the congregation of church programs and activities. As such, a separate policy and relevant procedure is required before publishing.

Sunday Announcements

The primary function of the Sunday announcements are to provide reminders about upcoming events or to inform 1st UU of Detroit members and friends of information which has become available after the last deadline for the newsletter and which will be outdated by the time of publication of the next newsletter. As such, a specific policy and procedure is required.

Social Media

The primary function of social media outlets, including church Facebook pages and podcasting, is to provide a forum to inform church members and our larger community of activities of the church. As such, a specific policy and procedure is required.

Web Site

The primary function of the 1st UU Church of Detroit website is to make relevant church information easily available to church members, friends of the church and potential members. The website should also be easy to navigate and follow accessibility standards so it is available for our entire community. A specific policy and procedure is required.

Privacy considerations

Respecting the privacy of our congregation and our surrounding community is of paramount importance. Since each type of communication has inherent privacy considerations, each policy will address privacy specific to that area. In general, no information for youth under 18 years of age is to be published, used on the website or posted on a social media page for the church without written permission from the parent or legal guardian of the minor. A policy specific to privacy is required.

Professional Advertising

Only advertising approved by the Board of Trustees at a regularly scheduled meeting of the Board will be allowed on any communication vehicle of the church.

Copyright Considerations

Any intellectual property used on any of the churches communication vehicles, including but not limited to newsletters and websites, becomes property of 1st UU Church of Detroit. The exception to this policy is the minister's sermons, even when posted on the Internet or through a podcast as it is generally accepted that these remain the property of the minister.