

Policies and Guidelines Governing Content Presented on UUCM's Facebook Page

Proposed by the UUCM Communications Team, July 28, 2016.

UUCM has created a Page on Facebook called "Unitarian Universalist Congregation in Milford (NH) - UUCM". This Page, which differs from personal or group Facebook accounts, is maintained by the UUCM Communication Team (CTeam). This Page is another means for UUCM to interact with members and friends of our congregation. It also has potential to be an important tool in attracting visitors by enabling them to discover us through mutual Facebook "friends" of UUCM. While there are many similarities to the UUCM web site, email newsletters, and other media, Facebook lends itself to a less formal atmosphere as well as offering a relatively simple way for a greater number of individuals to express themselves by posting comments, photos, web links, etc. to the UUCM Page's wall.

This statement sets forth guidelines for the content on the UUCM Facebook Page:

- The majority of the Facebook content will promote activities occurring at UUCM, activities in which members of UUCM church are participating and events in the greater southern New Hampshire area that are sponsored by Unitarian Universalist churches or UUA affiliated organizations.
- Other types of content will include personal comments, photos, etc. from the Page administrators, and people who have "liked" the Page. These customarily will be related to UUCM, Unitarian Universalism, and articles of interest to the congregation.
- The UUCM logo, colors and typefaces will be consistent with the UUCM graphic guidelines and resemble our other media "branding" styles.
- The UUCM statement of identity and contact information are prominently displayed in About/Page Info.
- The account owner is news@uucm.org Anyone on CTeam has administrator privileges.
- Photo usage:
 - Photos should be of a presentable quality.
 - Photos of children must not include the child's name. Photos of children are permissible if parents do not deny on the RE registration form.
 - Photos of adults may include first name, but not last name.
- Administrators will monitor the UUCM Facebook Page and remove any content that does not comply with the policies (below); habitual offenders may be banned from further contributions to the Page.
- Posting will be checked for inappropriate content on a regular basis.

In addition to the above guidelines, the following policies will govern the content provided on the UUCM Facebook Page. The CTeam will monitor the content that is presented on Facebook, and shall have full authority to create, delete and maintain the content, provided that the content:

- Is maintained within the bounds of these Policies
- Is consistent with the Seven Principles of Unitarian Universalism
- Avoids slander, libel, violations of copyright, profanity, off-color humor, and advocacy of political candidates
- Does not reveal private personal information
- Does not advertise commercial businesses
- Presents information that is accurate and relevant
- When making announcements, concisely sets out the "Who, What, When, Where, Why, How, and How Much" of all items
- Is written in clear and grammatically correct prose
- Is updated on a timely basis