

Mountain Light Unitarian Universalist Church Communications Policy

Approved December 16, 2010

Definition

Communications are defined as: in the form of letters, e-mail, telephone conversations, or face-to-face meetings, advertising, press releases, signs and other public presentations. Whenever communications are concerned with any aspect of Mountain Light UUC (henceforth referred to as the Church) they should be guided by this policy.

Types of Communications

Though a communication may be issued with a particular constituency in mind, it will in all likelihood have multiple audiences as soon as it is sent. Also, it is important to note that email has blurred the line between internal and external audiences.

- **Church Business:** Any communication that is meant to be shared between two or more individuals that pertains to the internal business of the Church, especially Team interactions. For the purposes of this policy, committees, the Board of Directors (Board), panels, task forces, etc., shall all be referred to as Teams.
- **Announcements:** Any communication that is meant to inform but does not invite replies.
- **Publications:** Any communication published as an information resource—e.g, the Newsletter, the Website, and brochures.
- **Public Relations:** Any communication publicly issued on behalf of the Church.

Guidelines

All communications, regardless of type, should conform to a covenant of respect for all.

Church Business

- Church Business communications should be as succinct as possible, preferably addressing only one primary topic at a time. When the message is sent via e-mail, it should have an established topic clearly delineated in the subject line, to make identification easier for the reader.
- Teams should speak with one voice. Consequently and whenever possible, communications between Teams should originate from and be directed to Team Leaders. Individuals who are not part of a Team should likewise direct messages to the Team Leader when communicating with a particular Team.
- Team messages should be sent (copied) to the members of that Team only, though special exceptions may warrant otherwise. When in doubt, ask the Team Leader for direction.
- Electronically distributed church announcements, when used, should be done

through a program such as Constant Contact and originated by a designated member of the Board of Directors.

Publications

Information resources should be professional in their presentations and not extensions of any personal agenda. Wherever possible, information should be shared among the various publications sponsored by the Church.

Newsletters

- The Newsletter shall be overseen by an Editor which position has been approved by the Board. Though answerable to the Board, the Editor will have final approval over content.
- The Newsletter should be sent to all members, visitors and other parties who provide their email address and indicate an interest in receiving the Newsletter. Once someone is on the mailing list for the NL, he or she will only be removed by exercising the unsubscribe option in the NL or may be removed if their email address ceases to function, or may be removed if they have not opened a Newsletter for six months.

Website

- The Church's Website shall have a single public website be overseen by a Webminder which position shall be approved by the Board. Though answerable to the Board, the Webminder will have final approval over content. The Webminder is responsible for seeing that information on the website is current.
- All Domains associated with the Church shall be registered to Mountain Light UUC, with the Webminder as registrant contact. Unless otherwise directed by the Board, the Webminder shall act as Billing contact and will be responsible for maintaining the registration of all affiliated domains as well as the web-hosting contract. The Technical contact, unless otherwise designated by the Board, shall be the Webminder. The Administration contact should be an individual other than the Webminder. This person should be approved by the Board and have access to all Website accounts.
- The Website should be considered the "front door" of the church's Internet presence. As such it welcomes new visitors. Therefore, the website at minimum shall contain the following information: the location of the church, the service times, and a description of who we are.
- The Church's Covenant, By-Laws, Policies and Minutes from Board meetings shall be available on line.

Brochures

- All brochures or flyers produced for the Church must be presented to the Board of Directors for final approval before distribution.

Public Relations

The President of the congregation or other designated spokesperson shall be the sole voice of the church when addressing the community at large, since increasing the number of spokespersons increases the likelihood of inconsistencies.

Restrictions

The following restrictions apply to all MLUUC related communications.

- **Endorsements:** It is unacceptable to use the name or logo of MLUUC or the UUA in any way that implies, without advance permission from the Board of Directors, that the Church endorses, supports, or is affiliated with any product, service, or organization. Links from a MLUUC-hosted Website to any Website not affiliated with MLUUC must not express or imply MLUUC's endorsement of the latter site's products, services, or other content, with the exception of links to officially endorsed Websites.
- **Advertising:** No advertising may be accepted in connection with the use of MLUUC communications, except with respect to official MLUUC activities and programs; with respect to sponsorships approved by the Board of Directors, or as otherwise allowable under other MLUUC policy. It is acceptable to acknowledge sponsorship of MLUUC events and programs on MLUUC-hosted Web pages provided that such acknowledgment does not advertise a product or service.
- **Other Restrictions for which MLUUC communications may not be used:**
 - unlawful activities;
 - commercial purposes not under the auspices of the Church;
 - personal financial gain;
 - personal use inconsistent with that authorized by this Policy; or
 - uses that violate other Church or UUA policies or guidelines.