

UUCA Social Media Policy

Propose by Joshua Long

September 27, 2018

Social Media has become an integral part of any church, business, or organization. UUCA acknowledges the need to have an active presence in the digital world and therefore has set certain guidelines for both Staff and Members to follow.

Purpose: To ensure safe, respectful, and appropriate interactions via all social media communications. This includes but is not limited to the website, facebook, twitter, Instagram, and any other mediums of digital communication the church engages in.

Lead Staff Contact: Joshua Long

Guidelines for Staff:

1. All staff are welcome to use social media whenever and however they believe to be appropriate for the fulfillment of the mission and vision of the Unitarian Universalist Church of Annapolis.
2. All Social Media content must align with our Unitarian Universalist principles and sources, including our commitment to the 8th principle as a congregation.
3. All Staff are allowed to post PICTURES, MEMES, VIDEOS, GIFS, ARTICLES, QUOTES, ANNOUNCEMENTS, and other forms of communication via facebook, twitter, instagram, etc.
4. Staff are allowed to post children who have been registered with the R.E. program. R.E. staff must notify the social media team and all other staff of persons who have declined to sign a social media waiver for particular children.
5. Pornography, Sexual, Violent imagery, videos, memes, or any type of inappropriate media is strictly prohibited and will result in further consequences not limited to suspension or termination.
6. Staff must not promote any information that does not represent the staff or church consensus on an issue, topic, or event.

Guidelines for Social Media Team

Staff Contact: Joshua Long

Lead Team Member: TBD

UUCA Social Media Team is a group of members who will commit for a year to assist with the promotion, usage, and response of social media. This includes taking photos, tweeting, posting memes, and assisting with announcements. The following are guidelines for team members to follow.

1. Team Members can post content that pertinent to the growth, sustaining, and well-being of UUCA
2. All Social Media content must aligned with our Unitarian Universalist principles and sources, including our commitment to the 8th principle as a congregation.
3. Team members are allowed to post children who have been registered with RE program. RE staff must notify the social media team the names of persons who have declined to sign the social media waver
4. Pornography, Sexual, Violent imagery, videos, and memes, or any type of inappropriate media is strictly prohibited and will result in immediate termination from the social media team and potential loss of membership privileges
5. Team Members may interact with outside businesses, religious institutions, and church members via social media so long that it is in reference to UUCA. All private contact must be made on personal media accounts
6. Team members can not post personal political or religious views, political or religious material must be in-line with our 8 principles and 6 sources of Unitarian Universalism

Guidelines for Members

1. Members are encouraged to post on the Facebook private group.
2. Members may advertise on the public Facebook page with the approval of admin staff.
3. Members must join the social media team in order to tweet or post via Instagram
4. Members may post personal view points except when they are directly out of line of the 8 principles and 6 sources of Unitarian Universalism
5. Staff members may delete post that are deemed inappropriate
6. Swearing, inappropriate language, offensive and demeaning behavior, pornography, violent post, videos, memes, or any type of inappropriate language is strictly prohibited and will result in blocking from the social media pages and group.

Discussed with/Reviewed by UUCA's Administrative Team; October 2018.