Communication Policy for Social Media/Website Streams. Created March 2015.

Official Social Media and Website Information

UUCY maintains the following official communication streams- FaceBook page, Twitter account, and Website. These streams are primarily maintained by the Director of Communication and Administration (DCA). The primary audience for these streams are potential visitors, current members and visitors. The social media sites are not connected to any other private or public Facebook page created and maintained by members.

Social Media Guidelines

The majority of the official Facebook/Twitter pages’ content will promote activities occurring on the UUCY campus, activities in which members of UUCY church are participating, and events in the greater York area that are sponsored by Unitarian Universalist churches or UUA affiliated organizations.

New content should be added by a page administrator at least once per week.

All status posts to this site must be submitted to the DCA at office@uucy.org, who has the authorization to create new posts. Anyone may view and/or comment on the status posts. Status posts and comments are expected to be relevant and respectful.

The DCA has the discretion and authority to refuse status post submissions and remove comments or photos posted by respondents as appropriate to maintain the page’s focus on UUCY, Unitarian Universalism, and issues of high relevance to the congregation and its mission and vision. We must post a public disclaimer in the About section of our social media pages.. A written policy is also very useful to have available when administrators are asked why some item was removed from the page. The Administrator also has the discretion to refuse or remove content deemed offensive or in violation of UUCY’s Congregational Covenant of 2014.

In addition to the DCA, one or more representatives of the Communications Resource Group will be designated as an administrator and share responsibility for monitoring the content that is presented on social media sites. These persons shall have full authority to create, delete and maintain the content, provided that the content:

Posting should be checked for inappropriate content on a daily basis.

The DCA as page administrator must remain registered with the email address [office@uucy.org](mailto:office@uucy.org) so that the administrator’s role can be transferred smoothly from one DCA to the next.

The UUCY logo, colors and typefaces should be consistent with UUCY graphic guidelines and resemble our other media “branding” styles. The UUCY contact information, mission and vision, and links to the UUCY site, other social media streams, etc. should be prominently displayed. Photos should be of a presentable quality. If photos of children are posted they must comply with the photo guidelines contained in the UUCY Child Protection and Safety Policy.

Whenever possible, our website address should be on every publication, including flyers and press releases.

The UUA has been notified that UUCY has social media pages and we have asked to be added to any UUA social media directories or resources that are available.

Approved Communications must:

* + Be maintained within the bounds of these Policies
  + Be consistent with the Seven Principles of Unitarian Universalism
  + Avoid slander, libel, violations of copyright, profanity, off-color humor, and advocacy of political candidates
  + Not reveal private or personal information
  + Not advertise commercial businesses
  + Present information that is accurate and relevant
  + When making announcements, concisely set out the “Who, What, When, Where, Why, How, and How Much” of all items
  + Be written in clear and grammatically correct prose
  + Be updated on a timely basis
  + Follow the Congregational Covenant

The person or persons maintaining the UUCY social media and website pages shall report to the Communications Steering Team, which in turn shall report to the Program Council.