**Communication Policy HERE**

The following are some avenues available to publicize church events, activities, meetings, or a call for volunteers. At the end of this document you will see the contact list for further information or assistance, as well as examples of submissions appropriate for several publications.

You should become familiar with the Electronic Media Privacy Policy so you will know what personal information can be posted without an individual’s permission and what information we must have written permission to post. Names of event leaders can be posted in the public section of the website, but if you want contact information included we must have a signed Personal Information Use Form on file. Both of these documents can be found in the About Us

– Governance – Bylaws, Policies, and Procedures section of the website.

Before publicizing an event, communicate with the DCA to check for any conflicts in scheduling and to place the event on the calendar. You then have the following options for publicity:

**Communication Procedure**

## WEBSITE [www.uucy.org-](http://www.uucy.org-) Frequently Updated “Dynamic” Pages

## Website architecture and design should not be changed without approval of CA. Active and trained website content managers are under approval by the CA, and the DRE also updates and manages the Learn pages.

**Pages updated by Website Team:**

1. **Special Events page.** One-time or periodic special events that are open to the entire church are listed on the Special Events page in the Welcome section of the website. A longer narrative may be included on this page, but keep in mind the research that shows that people don’t carefully read website content; they scan for the important information. The following guidelines will help as you write an effective article for the web page. For more information, go to [http://www.useit.com/papers/webwriting/.](http://www.useit.com/papers/webwriting/)
   * Start with the main or most important idea
   * Use bulleted lists
   * Consider bolded headlines for key paragraphs
   * Include hypertext links
   * Cut the word count by half (or more)

Submit items for the Special Events page to uucynews@gmail.com. Submissions may be edited to conform to the style of our website.

1. UUCY Group News-

Program Council Leaders should be attentive to their areas. UUCY Group News is a Dynamic page. Submit items for program pages to uucynews@gmail.com, keeping in mind the same writing guidelines as noted above. Submissions may be edited to conform to the style of our website.

3. News- this page is updated using EBeacon information.

**Dynamic Pages Updated by DCA:**

1. Calendar. When a viewer clicks on an event on the Calendar page (under News & Events), the following details will be displayed: name of event, when it will occur and where it will occur, and contact person. An additional field is available for any descriptive information you care to include. Submit items for the church calendar to the DCA, and space availability will be confirmed.

1. Upcoming Services Page and Listen to Sermons pages are actively and regularly updated using Worship Committee information
2. Upcoming Events focuses on non-closed events.
3. Board page and Program Council will be updated monthly, as information is provided.

## E- NEWSLETTERS

**Long Range Plan-**

**1. *New Concept Social Action Newsletter-*** DEADLINE: 9 a.m. on the 20th of the month

The monthly church newsletter is published on or about the 1st of each month. It is posted online, printed for distribution at church, and mailed upon request to those without convenient internet access. This is our “big picture” publication that gives priority to articles that take a broad view of the mission and activities of our church in the York community, link us to the larger UU community, or introduce new opportunities, issues, or ideas to our congregation. Information about upcoming events and announcements are also published when space is available. If you want your event or announcement to be included in more than one issue, please focus on a new aspect of the event or announcement each time in order to keep the news fresh and interesting. Articles should be submitted to office@uucy.org who may edit them for reasons of either space or style. Because thisis posted online, phone numbers or email addresses can be included only if we have written permission on file.

1. ***Weekly eBeacon*** – DEADLINE: 9:00 a.m. Tuesday to uucynews@gmail.com

This weekly email news blast is published on Thursdays and covers activities happening from the immediately succeeding Friday through the next calendar week. The *eBeacon* is edited by the Communications Team, who has the discretion to limit the length of submissions and/or the frequency of their publication.

The *eBeacon* includes the following:

* + Upcoming Services for the next 2 weeks
  + Highlights of church events and committee meetings for the next week-two weeks
  + Candles of Sharing- only if name is with the candle listing
  + Announcements- The eBeacon is intended to be short and fresh and generally each item will not be listed more than two or three times. Many people read these on their phones. If you want information about your event to be published more than once, you should rewrite the content each time. You may suggest the timing of publication to the Communications Team (e.g. a save the date article two months ahead, a full description one month ahead, and a reminder two weeks ahead). Teaser articles that link to our site- Just a few sentences and a picture, then link to the site. The author should specify a phone number or email address for contact information.

**SUNDAY BULLETIN (Part of the OOS)**

The Bulletin is handed out at Sunday services, wrapped around the OOS.

DEADLINE: 9 a.m. Tuesday

The Bulletin has a 2-3 sentence limit per item and is edited by the Office Publications Team. Use phone numbers or email addresses for contact information. Submit items for the Bulletin to the DCA. Preference is given to activities occurring in the upcoming two weeks and those that involve the entire congregation. Because of limited space, the Team has discretion as to the length and frequency of publication.

**PROJECTED BULLETIN**

These projected announcements are created weekly, on Wednesdays, by the DCA, when requested. Currently, these projections are jpgs on a thumbdrive, and are projected only at the 10:30 a.m. services. The Projected Bulletin highlights events and announcements that were submitted for the OOS Bulletin, above, and is edited by the Office Publications Team. Because of limited space, the Parish Minister has discretion as to the length and frequency of publication in its final state. It is limited to 10 slides, and at least 2 of these are boilerplate, welcoming visitors.

**BOARD ANNOUNCEMENTS ON SUNDAY**

This occurs at 10:30 a.m. Sunday services, or 10 a.m. summer services, at the beginning of the service. Leaders are scheduled for each Sunday, and are also tasked with securing and closing the Sanctuary building on that day. The schedule for Sundays is created by the Board Chairman or designated person. These announcements should be both important, and timely. ANNOUNCEMENTS DEADLINE: 9 a.m. Wednesdays

Submit items to the DCA for the Announcements clipboard. Preference is given to leader communications. Announced items should be UUCY related.

**SOCIAL MEDIA- FACEBOOK**

The church has two Facebook pages: a public page and a private group page.

“TheUUCY”: The public page is for sharing church events that are OPEN TO ALL: members, friends, visitors, and the general public. Only the Facebook Management Team can post main articles, so you should submit material for a main article to a member of the Facebook Management Team. Anyone who is on Facebook can post in the Recent Posts by Others section and/or respond to any posts on the public page. It is closely monitored by the Facebook Management Team and anything deemed inappropriate will be removed. Please keep any discussion friendly and non-threatening. The audience is friends of UUCY, and the main focus will be for visitors, current or target.

“Private Page of UUCY”: The private group page is for discussion, invitations, announcements – anything associated with our church. Administrators will approve known friends. Any friend or member in our church directory can post. (If you need help learning how to post, contact a member of the Facebook Management Team.) You are encouraged to add photos, but we ask you not to tag children under 18. Also, people may remove tags at their own discretion. This group page is monitored by the Facebook Management Team and anything deemed inappropriate will be removed.

**BOARD COMMUNICATIONS**

1. **Dynamic Website-** Chairman message is brief, and should be updated to the DCA at least monthly.
2. **Regular Board Communication to Congregation-**

The Board Secretary forwards approved minutes and documents to the DCA for eventual archiving and posting within one week of approval. \*Please note, there is no Archival Procedure created as of this date. There is no active group working on an Archive Procedure.\* The following items are posted in the lobby, and on Church Database, for 3 months running, unless noted:

1. Approved Board Minutes, including referenced documents, appendices.
2. Approved Staff Reports to Board
3. Congregational Meeting Minutes, including referenced documents
4. Approved P/L reports
5. **Special Board or Leader Communication to Congregation-** Special message e-blasts may be edited and sent by the DCA, with request and notice.

**BRICK AND MORTAR COMMUNICATIONS**

Door Posters. Posters (8-1/2 x 11 inch or smaller) can be displayed on the entrance and exit doors to each building.

* Use LARGE, BOLD TYPE in an easy-to-read format. Less information is better than more.
* Refer readers to the EBeacon, website, or a contact person for detailed information
* If you are hosting a Sponsored Event, please note this on the flyer.
* Request of the DCA with notice if you would like one designed for your event, or if you would like her to do internal postings of your designed flyer.

*Bulletin Boards. The Communications Team has developed consistent headings and lettering for all bulletin boards. Most of the bulletin boards are assigned to specific church program areas so that information on each area of church activity is centralized. Posted information should be dated.*

**PRESS RELEASES**

Press releases are used to inform the community of a church-wide event or information about the church or to invite the community to a church event. They are sent to all media outlets by the DCA. See Guidelines for Writing a Press Release. Press releases must be approved, after editing by the DCA, by the Parish Minister or the Board Chairman. Prepare your press release far enough in advance to allow sufficient time for review.

**RESOURCE GROUP STANDARDS**

Communications Resource Team:

Expectations- HERE

Team Members-

Director of Communications Plan and Publicity Guidelines: Erika Juran

EBeacon Publications Team: Erika Juran, Rafi Veras, Meda Higa, Laura Kehrl

Website Management Team: Erika Juran, Steven Mead (Learn and Engage)

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Face Book Management Team:

Public: Rafi Veras, Erika Juran….

Private: Dianne Creagh, Amy Allen, Erika Juran, Simone Blanchat-not active, Callie Walters-not active

Twitter Team: Rafi, Erika