

# Facebook and Social Media Policy of the Unitarian Universalist Church of Delaware County

The Unitarian Universalist Church of Delaware County (UUCDC) has a Facebook page that will be maintained by members of the UUCDC Communications Committee and other approved administrators. The “Unitarian Universalist Church of Delaware County” Facebook Page serves three primary goals:

- 1) to create an online community where UUCDC members, friends and fans can network and interact.
- 2) to serve as a doorway to church and the church’s website through mutual Facebook “friends”.
- 3) to serve as an additional public relations outlet for news, announcements, events and meetings.

The policy statement below sets forth a number of guidelines for the content on the Facebook Page and likely will be subject to change as the technology changes. Other guidelines will need revision as we gain experience with this medium and learn the most effective use of the technology.

- One or more representatives of the Communications Committee will be designated as a Facebook administrator and share responsibility for monitoring the content that is presented on Facebook. These persons will have full authority to create, delete and maintain the content, provided that the content:
  1. Is maintained within the bounds of these policies
  2. Is consistent with the Seven Principles of Unitarian Universalism
  3. Avoids slander, libel, violations of copyright, profanity, off-color humor, and support of political parties or candidates.
  4. Does not reveal private, personal information
  5. Does not advertise commercial businesses or events
  6. Presents information that is accurate and relevant
  7. When making announcements, concisely sets out the “Who, What, When, Where, Why, How, and How Much” of all items
  8. Is written in clear and grammatically correct prose
- The majority of the Facebook content will promote activities occurring at UUCDC. These include activities that members of UUCDC are participating in and events in the greater Media area that are sponsored by Unitarian Universalist churches or UUA affiliated organizations. Non-UUCDC events or notices will be allowed by the communications team that are in line with the UUCDC mission & program goals and do not compete directly with a UUCDC sponsored program.

- Other types of content will include personal comments, photos, etc. from the Facebook Page administrators, and people who have “liked” the page. These customarily will be related to UUCDC, Unitarian Universalism, members of our congregation, etc.
- The UUCDC logo, colors and typefaces will be consistent with the UUCDC graphic guidelines. The Facebook banner photo will be agreed upon by at least three of the Facebook administrators. This will apply to other social media headers/banners as well.
- The UUCDC statement of identity will be prominently displayed.
- The name and photo of the lead minister will be visible on the Facebook page. It will be made clear that he/she is a member of the administrator team and posts may be made by any member of the team.
- The contact information for UUCDC will be prominently displayed; links to the UUCDC web site, Twitter site, etc. will also be accessible.
- The Unitarian Universalist Association (UUA) will be notified that UUCDC has a Facebook Page and we will ask to be added to any UUA social media directories or resources that are available.
- Photos will be of a presentable quality.
- All photos of children and youth must be uploaded and marked private in the UUCDC Flickr account until such time they are approved by the Director of Religious Education (DRE) or a designee. Only photos that comply with the photo guidelines contained in the [UUCDC Child Protection Policy](#) (where parental permission has been granted) may be posted. The DRE will be notified to approve photos at the time they are uploaded in Flickr. This policy will be periodically communicated to church members via our various communication outlets, so that youth or parents do not unknowingly publish photos tagged to the UUCDC Facebook page.
- Administrators will monitor the UUCDC Facebook Page and remove or change any content that does not comply with these guidelines and notify our Facebook administrator group. Habitual offenders may be banned from further contributions to the Page.
- Postings will be checked for inappropriate content on a daily basis.
- New content will be added by an administrator at least once per week.

The Administrators of the UUCDC Facebook Page will report to the Communications Committee and the Membership Vitality and Participation Ministry Team. Disputes regarding misuse of official church electronic resources will be within the scope of the duties of the lead minister, who will have final authority for interpretation and resolution. (See UUCDC Policy on Acceptable Use of Electronic Resources). This will also apply to social media issues. This policy will apply to all UUCDC Facebook pages and all other similar venues created and monitored by the UUCDC Communications Committee, to include social media such as Twitter, Pinterest, etc, as appropriate.

Adopted by the Lay Leadership Council  
 Unitarian Universalist Church of Delaware County  
 August 24, 2012