

Social Media Guidelines September 2012

The Communication Policy and Procedures of River Road Unitarian Universalist Congregation govern all forms of communication. These Guidelines are meant to supplement those procedures and are to be maintained and updated by the Communications Committee. Social media is constantly growing and changing and these Guidelines will have to grow and change as RRUUC adopts new forms of social media.

In general, as a community, we should always practice kind, open dialogue that is respectful and caring. In using social media outlets, we should always remember that these are public spaces and should be treated as such.

The Administrators of RRUUC's social media sites have the right to delete any inappropriate content from any of its Social Media outlet, including but not limited to: irrelevant content, hateful content, malicious content, uncivil or disrespectful content, attacks or complaints against an individual, financial solicitations, endorsements of a political candidate or party, and content that violates any terms of use, code of conduct, or other policies. Content that violates published policies may also be reported; habitual offenders may be banned from further contributions.

Facebook

The majority of the content for the official Facebook presence of RRUUC will promote activities using the same priorities used in our other media:

- All RRUUC events/programs
- Minister's communications
- Staff announcements and information
- RRUUC sponsored events/programs
- JPD/UUA
- Other UU/partner congregations and affiliated organizations (local)
- Time critical/chronological order will be superimposed on above priorities.

Announcements should be written in clear and grammatically correct prose and concisely set out the "Who, What, When, Where, Why, How, and How Much" of all items.

Other types of content may include personal comments, photos, etc. from the Page administrators, and people who have "liked" the Page, and these customarily will be related to RRUUC, Unitarian Universalism, members of our congregation, and congregation activities.

Photos should be of a presentable quality. Photos of children (under age 18) should not be posted without a signed release from the child's parent or guardian. Consult the Communications Procedures for the Image Use Policy and effective date. All photos taken before that date must have signed release form. No names or personal information ("tagging") should be used with the images. The RRUUC Safe Congregation Policy should be consulted for rules regarding social media interaction with minors.

The page shall be updated on a timely basis.

The contact information for RRUUC should be prominently displayed; links to the RRUUC web site, Twitter feed, etc. should also be easily accessible.