

UNITARIAN UNIVERSALIST CONGREGATION OF SALEM

Policy Governing Content of All UUCS Media

Status	Board/Committee	Status Date
Submitted	Communications Team	1/20/19
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Policy Governing Content for All UUCS Media:

1. One or more representatives of the Communications Team will be designated as administrator or moderator and share responsibility for monitoring the content that is presented on all media. These persons shall have full authority to create, edit, delete and maintain the content according to published guidelines.
2. The account administrators of social and other online media platforms will be registered with an email address like facebook@uusalm.org. This allows the ownership role to be transferred if and when we have personnel changes.
3. Content must be consistent with the [Seven Principles of Unitarian Universalism](#).
4. It must present information that is accurate and relevant.
5. Event announcements should concisely set out the "Who, What, When, Where, Why, How, and How Much" of the event.
6. It must be written in clear and grammatically correct prose.
7. It must avoid slander, libel, profanity, and off-color humor.
8. It must avoid violations of copyright,
9. It must avoid advocacy of political candidates or parties and lobbying. See [the IRS Compliance Guide for 501 \(c\) \(3\) Public Charities](#) and the related [IRS Rev. Rule 2007-41](#). It must not express personal political opinion. (The minister's column and sermons are exempt from this by contract.) It may express the opinion of a majority of a committee, team or other recognized group within UUCS, provided that it clearly states that it is the opinion of a majority of that group and not the approved opinion of a majority of the congregation .
10. It must not reveal private personal information without approval.

11. It must not advertise commercial businesses.
12. Photos of adult members and children must comply with the Media Privacy Policy.
13. UUCS Media will use the approved UUCS logo and tagline, mission and vision in its current official form, according to publishing conventions.
14. Communications (e.g., a banner, article, presentation, or announcement) of a team or committee of UUCS acting without board or congregational approval must be identified as a communication of that team or committee of UUCS. For example, an exhibit by the “Microfinance Team of UUCS” would be properly labeled. An exception is when by congregational resolution at an official meeting of the congregation, the particular action of a committee or team has the backing of the majority of the congregation in that action. For example, the UUCS congregation voted to be a Sanctuary Congregation, and thus Sanctuary Congregation Team communications can use the full identification and logos of the congregation.