

## **COMMUNICATION AND PUBLICITY MINISTRY TEAM**

Adopted 15 OCT 2002

The Communication and Publicity Team is a Shared Ministry Team as provided under Article VIII, Section 2.1 of the UUCP Bylaws.

### **Purpose:**

The Communication and Publicity Ministry Team is responsible for communicating the UUCP message both internally and externally.

### **Members:**

The newly-elected President will appoint the Team Lead each year in June. The Team Lead must be a current Member of UUCP. The Team Lead may be requested to attend meetings of the Board in order to present information and make recommendations.

The Team Lead will recruit members of the Team from among the Members and Friends of UUCP and will provide a list of Team members to the Minister, Board liaison, and President. The Minister, Board liaison, and President are non-voting members of this Team.

### **Meetings:**

Meetings will be scheduled, held at least quarterly, and announced to the congregation in advance. Minutes of Team meetings will be provided to Team members, Minister, President, and the Board liaison. Team meetings are open to all Members and Friends, but only Team members may vote.

### **Responsibilities:**

The responsibilities of the Adult Religious Education Ministry Team include:

1. Ensure the publication of a monthly newsletter.
2. Create and maintain a welcoming, informative presence on the internet, including the website, Facebook page, and other social media.
3. Maintain the bulletin boards within the church.
4. Maintain the church email group
5. Publicize upcoming church events and activities to the congregation and to the larger community.
6. Create the weekly Announcements insert in the Order of Service.

7. Publicize the UU message in the larger community and encourage visitation of the congregation.

Responsibilities common to all ministry teams include:

1. Develop and recommend related policies for adoption by the Board.
2. Communicate openly with the Board liaison regarding team activities and needs.
3. Submit vouchers for payment of team expenditures to the Treasurer.
4. Maintain appropriate records of expenditures and actions.
5. Create and maintain a Tasks and Procedures entry in the UUCP Policies and Procedures Handbook to facilitate orderly transitions from year to year.
6. Provide information about events to the Communications and Publicity Ministry Team, which will help publicize the event.
7. In June, prepare and submit to the Board a written report. This report should summarize team accomplishments and activity, financial records, and suggestions for the incoming committee chairperson.
8. Develop budget requests as required for the church year and/or as required by the Board.
9. Develop and implement processes that continuously improve church operations, health, and finances.

## **Guidelines for Healthy Electronic Communications**

Social Media, Email, Text, Facebook and Twitter

Adopted by the Board December 7, 2017

### **Electronic Etiquette for Right Relations**

Bringing our Best Selves to electronic communications (social media, email, text, Facebook, Twitter, etc.) is important with the rapidly increasing use of electronic communication tools for conducting church business. Like all forms of communication, we need to bring our best selves to the task, especially when handling conflict responsibly and according to our UU covenant.

**BEWARE:** Electronic communication of ANY kind is the least effective medium for dealing with differences that have escalated into conflict, and in fact, can exacerbate tensions unnecessarily by inviting emotionally charged communication that is unlikely to occur in face-to-face conversation, and that is too easily misinterpreted or misunderstood.

Our UU covenant encourages us to honor our differences. With any emotionally charged topic it is best to seek out a face-to-face exchange where we can speak our concerns directly with the person with whom we feel we have an issue of differing perspectives. Bring your best self to the issue and conversation by practicing empathy, active listening, and humility.

Our UU covenant encourages us as a practice of our faith to work through our differences. If we cannot agree, we can agree to disagree in a spirit of mutual respect and appreciation.

Emotionally charged disagreements rarely disappear by themselves, although sometimes the most caring choice is to withdraw until tensions settle before seeking to reach a resolution to a misunderstanding, disagreement or impasse.

### **Some Friendly DO's and DON'Ts**

Practice best manners and thoughtful behavior in electronic communications. Share from your own experience without making assumptions or attempting to speak for others.

Reply to conversations only if you have something to add or to confirm receipt

when requested.

Identify yourself when replying and include only relevant information. Be sure to send messages that do not apply to the whole group only to the appropriate person.

Address any issues of miscommunication privately and directly with the person or persons involved, being careful not to draw unrelated people into the conversation.

If you have a problem with someone's written communication, are upset, offended, angry or have something critical to say, it's best to deal with the person privately in person or by phone once you have your emotional energy in a calm state. If you are tempted to send an angry message, take a break first and reconsider the situation. Much of verbal tone and physical expression are LOST in communications that aren't face-to-face.

Don't "flame" a conversation by sending messages that are far more belligerent, sarcastic, accusatory or just plain mean than if said in person. If you are angry or upset it is best to avoid any form of written electronic communication. It's especially important to avoid using "reply all" when your emotions are running high.

Be careful before making a written response to check the intended audience. Selectively choose "reply to sender" (one person) or "reply all" (a group), as is appropriate.

Use brief, informative subject lines to identify communication topics in emails.

Review messages before they are sent for clarity, brevity and tone. Refrain from use of negative language including shouting, inflammatory words, sarcasm, defensiveness, and rudeness. We expect courtesy and respect in all our UU communications.

Some topics are simply inappropriate for electronic communications if they are too complex (requiring step-by-step planning), or include harmful words, speculation on motives, or complaints about any program or person.

Having debates on a topic via electronic communication is not effective and can actually create more conflict than would occur if discussed directly in person. Electronic communication is not an appropriate medium to attempt to persuade a community member to change their mind on an issue or topic.

Somewhere, somehow, ALL our email and online communications are stored in a WayBackMachine or something similar. Electronic communication is ultimately not private space and needs to be considered as publicly accessible, even 10 years down the road. Choose your words carefully.

Don't use electronic written communication to avoid personal contact or an uncomfortable situation.

Don't assume a smiley face emoji will defuse a difficult message; use face-to-face instead. Also beware of using acronyms that may be unfamiliar to readers.

Avoid using all UPPER CASE text since it is often interpreted as SHOUTING.

## **How to Make an Announcement**

By The UUCP Communications Team

We are a congregation of active, involved people who have many accomplishments and events to share. There are several ways to get the word out, but make sure you're choosing the appropriate forum. Here are the general guidelines for each:

1. **Sunday Service: Sharing of Joys and Sorrows.** This is a time to share momentous events in your life, affecting you or your family directly, for which you would like the congregation's emotional support or shared joy. Please also share news of an absent Member or Friend which may be of concern to the whole congregation.
  
2. **Sunday Service: From the pulpit.** Announcements from the pulpit are made by a member of the Governing Board and are meant for time-sensitive items, such as an upcoming UUCP-sponsored event, a church volunteer need, or other UUCP-related news (for example, the proceeds raised by a recent fundraiser). Write your announcement on a slip of paper and put it on the pulpit before the service. In some specific circumstances, the Board member may call you forward to make your announcement yourself, but this will be done on a very limited basis.
  
3. **Sunday Service: Order of Service Insert.** This insert is put together by our Office Administrator and features upcoming services and events from the SimpleChurch calendar. The criteria for the announcement is the same as one made from the pulpit: time-sensitive, church-sponsored, and concise. The deadline for the Order of Service insert is Tuesday morning. Please submit your announcement, ready to publish, to [uupensacola@gmail.com](mailto:uupensacola@gmail.com)
  
4. **Weekly e-mail.** Published by our Office Administrator, the weekly email is generally sent out on Fridays. Appropriate material includes after-church meetings and events that will occur in the next two weeks, church volunteer needs, and other UUCP-related news. A section entitled "In Our Greater CommUUnity" is the appropriate place for local news and events that support our mission and which are of interest to our congregation.

Please submit fully prepared and edited pieces for the weekly email to [uupensacola@gmail.com](mailto:uupensacola@gmail.com) by Tuesday afternoon.

5. ***The Light (monthly newsletter)***. The newsletter is assembled and formatted by our Office Administrator and is generally published the last week of the month. It is available in full color via email and on our website, and in black-and-white hard copy at the church. This is the place to publish events that are more than a couple of weeks away, news of general interest to the congregation, denominational news, and ongoing needs of the church. Submit your fully prepared and edited stories to the Office Administrator at [uucp@bellsouth.net](mailto:uucp@bellsouth.net). The deadline is always the 16<sup>th</sup> of the month; material submitted after that date will be published only as space and time permit.
  
6. **The website**. Our church website is found at [www.uupensacola.org](http://www.uupensacola.org). In the interest of keeping a vibrant and up-to-date website to be our first impression to prospective visitors, ministry teams are encouraged to submit news, announcements, and photographs, as well as to make sure all information regarding team leadership is up to date. Any team who would like the ability to edit their own web presence is welcome to do so. Our volunteer webmaster is Charlie Steed, whose contact information can be found in SimpleChurch, or you may send your publication-ready material via email to [uupensacola@gmail.com](mailto:uupensacola@gmail.com) with a request that it be forwarded for publication on the website.
  
7. **Facebook**. UUCP has three Facebook pages, one for the general public and two closed groups.
  - (a) Along with the website, the **Unitarian Universalists of Pensacola** Facebook page is one of the church's two public faces, and any news published here should be suitable for the public, present our church and denomination positively, and support our mission. Our volunteer Facebook page administrator is Pam Levitt, whose contact information can be found on SimpleChurch, or you may send your request to [uupensacola@gmail.com](mailto:uupensacola@gmail.com).

(b) **In Our Greater CommUUnity** is a closed group for UUCP Members and Friends to share events and causes at the local, state, and national level that support our mission and are of interest to our congregation. The volunteer administrator of this group is Erin Renfroe; please contact her to be invited to the group.

(c) **UUCP Children's Religious Education Family Page** is a closed group for UUCP Members and Friends who have an interest in our CRE program. As above, the group is by invitation only, and maintains strict guidelines on protecting the privacy of our families. Please see group administrator Sarah Stubbs for details.

All communications online are expected to follow UUCP's Electronic Communications Policy (available upon request), which includes respectful communication, a positive presentation of our church, and adherence to UUCP values, as well as careful protection of each other's privacy. Please direct any questions to a member of the Communications Team: Charlie Steed, Pam Levitt, Erin Renfroe or Terra Shute.



## **Policy for Use of the Zoom Account**

The Zoom account was created on April 8, 2020 as a sub-account of UUA. The subscription can be renewed every year through the UUA and notice is provided when the renewal date approaches.

1. The log-in information is currently held by the Meeting Organizers in the list attached to this agreement, updated as needed.

No other person should have the log-in information. If the log-in information is provided to anyone else, the password will be changed to prevent unauthorized use of the account.

2. The Zoom account should be used only for church business, i.e., meetings of the Board and ministry teams and committees; and other events planned and hosted by the Minister, a member of the Board, or the chair of a ministry team or committee. Events hosted by a Member or Friend of the church for purely social purposes should be held through that Member or Friend's personal Zoom account.
3. Anyone wishing to set up a meeting using the UUCP Zoom account who is not already an Organizer should contact one of the above Meeting Organizers with the desired date and time of the meeting and a listing of invitees. One of the Organizers must be available at that date and time to initiate the meeting and use the administrative features. The Organizer will schedule the meeting and include the host among the invitees. Organizers should check the list of scheduled meetings to ensure there are no conflicts.
4. Current safety guidelines provided by Zoom and/or the UUA can be found at <https://www.uua.org/leadership/library/zoom-bombing>. These safety guidelines should be followed, with special attention paid to how a meeting is publicized and how the meeting invitation and password are disseminated. Any additional safety guidelines or procedural changes that come about during the subscription year will be sent to the Meeting Organizers with the expectation they will be adopted for use.

Meeting links may be shared through social media, the church website, and church email communications; however, meeting hosts should remain vigilant against disruptive behavior or language by unfamiliar attendees and take action to remove such attendees from the meeting when needed.

Adopted this 8th day of September, 2021, by the Governing Board.

List of Meeting Organizers who have the Zoom password as of April 22, 2023.

This list should be updated to reflect the people who have the current working password.

Laura Keith King  
Lauren Anzaldo  
Laurie Winterberg  
Erin Renfroe