

UNITARIAN UNIVERSALISTS of SOUTHERN DELAWARE (UUSD)

COMMUNICATIONS POLICY

DECEMBER 4, 2012

Approved by the UUSD Board of Trustees

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PURPOSE

The purpose of this document is to provide policy for communications, media products, and publicity for the Unitarian Universalists of Southern Delaware (UUSD). This policy provides guidance on actions that govern UUSD's use of all media. The overall framework for the policy is based on the Seven Principles of the Unitarian Universalist Association (UUA) and the UUSD Covenant of Good Relations.

The Communications Committee is responsible for:

- Informing the congregation and larger community about UUSD programs, events, and activities
- Producing and overseeing the website, newsletter, Facebook page, and other media, publicity, and outreach products
- Implementing the communications policies
- Maintaining the use of consistent logos, graphics, and language where appropriate
- Serving as the contact point with local media for publicity including announcements, calendar listings, articles, press releases, and photographs
- Following the UUA policies on obtaining permission for photographs, videos, and copyrighted material.

1. OVERVIEW

1.1 Media and Publicity Materials

This policy applies to all current and future UUSD media and publicity including the website, newsletter, Facebook page, email updates and notices, orders of service, brochures and publicity products, news articles, interviews, and press releases.

1.2 Content

The content of all media products shall be consistent with the Seven Principles, the UUSD Covenant of Good Relations, and the UUSD vision and mission. It shall be respectful of all people.

1.2.1 The tone of UUSD print material, audio or video recordings, and social media material shall reflect the values of the congregation whether the material is original content being posted or a comment about content created by someone else.

1.2.2 Standardized logos, graphics, tag lines, and key messages shall be used to convey UUSD's identity.

1.2.3 Information from groups with whom UUSD has a partnership or affiliation may be suitable for inclusion in UUSD media.

1.3 Unsuitable Content

The UUSD website, newsletter, Facebook page, blogs, updates, orders of service, emails, publicity materials, etc. shall not be vehicles for personal advertisements, personal issues, demeaning critiques or senseless criticism, inflammatory or disparaging remarks, political statements or endorsements, and advertisements or solicitations for events sponsored by organizations not affiliated with UUSD.

1.4 Contributors

Members and friends are effectively representatives of UUSD when they contribute articles, provide information, post on any UUSD sponsored media such as Facebook, and interact with external media as a member of the congregation.

1.5 Legal Issues

This policy and its derivative procedures shall be consistent with legal regulations and rights identified by the Unitarian Universalists Association (UUA), particularly with regard to photograph and video permissions, copyright requirements, and privacy issues.

1.6 Privacy

1.6.1 Individuals shall not be identified by name or referenced in an obvious manner without their permission, except as specified in Section 1.6.3. The names of minors shall not be included in any of UUSD's social media without the express written consent of a parent or guardian.

1.6.2 Confidential information shall not be discussed in any of UUSD's media.

1.6.3 The following information may be published without prior written permission of the person depicted or described:

1.6.3.1 Names of staff members, members of the Board of Trustees, committee chairs, guest speakers, presenters, and worship service leaders or participants

1.6.3.2 Photographs of staff members leading or attending a UUSD event

1.6.3.3 Narrative descriptions of events that contain the names of staff persons

1.6.3.4 Staff-provided biographical information for publicity purposes

1.6.3.5 First and/or last names of adult members when those members are designated as the contact person for a UUSD event or activity

1.6.3.6 Photographs of adults attending a UUSD-sponsored event or activity without identification by name, provided that there is oral or written notification that photographs will be taken for use in UUSD's media and that individuals may request that their photograph not be used

1.6.3.7 Photographs and full names of members of the Board of Trustees who are serving currently

1.6.3.8 Calendar dates and locations of church meetings when the meeting is at the church

1.6.3.9 Descriptive announcements of UUSD-sponsored events that contain the names of persons in a leadership role, for example, a visiting speaker, musician, author, or local dignitary.

1.6.4 The following information shall not be made public without prior verbal permission of the individual described or depicted:

1.6.4.1 Personal phone numbers, addresses and email addresses of UUSD staff persons, members, visitors, friends or anyone unrelated to the congregation

1.6.4.2 Narrative descriptions of events that include the names of adults (except as allowed in Section 1.6.3)

1.6.4.3 Photographs of adults with accompanying names (except as allowed in Section 1.6.3).

1.6.5 Whenever photographs of minors under the age of 18 attending UUSD events are published, parent or guardian written permission must be on file or obtained.

1.6.6 Personal news of interest to the congregation but not to the public at large, such as “Joys and Sorrows,” shall not be posted on the website or in the newsletter or other public media.

1.7 Monitoring and Evaluation

The Communications Committee is responsible for monitoring and evaluating the effectiveness of all media products, outreach efforts, advertisements, etc.

2. PHOTOGRAPHS AND VIDEOS

2.1 UUSD shall follow the Unitarian Universalists Association (UUA) guidelines on obtaining permissions for both taking and posting photographs and videos.

2.2 Permission shall be required for posting all photographs and videos in all internal and external media, except as specified in Section 1.6.3. Verbal permission is sufficient for adults. Written parent or guardian permission is required for minors under the age of 18 and must be on file or obtained.

3. COPYRIGHTED MATERIAL

3.1 Copyrighted works such as readings, prayers, quoted material, hymns, and audio CDs may be used without permission in a UUSD worship service as long as it is in the UUSD worship space for the UUSD worshipping congregation. An exception is that permission is required to show a video or a clip from a video during a worship service.

3.2 When copyrighted works, including print material, photographs, audio and video recordings, and music, are used beyond the sanctuary on Sunday, they are considered to have been republished; therefore, written permission or a license shall be obtained from the copyright holder.

3.3 If permission for use is granted, a credit must be cited as directed by the copyright holder.

3.4 The provision of “fair use” of copyrighted material does not apply to material republished in any UUSD media.

3.5 Permission is not required in order for the UUSD website to provide a link to another website.

4. WEBSITE PRIVACY POLICY

The following Website Privacy Policy shall be posted on the UUSD website.

4.1 Ownership

The uussd.org website is owned and operated by the Unitarian Universalist Society of Southern Delaware. Visitors to the website may be concerned about the information they provide and how that information is treated. This privacy policy addresses those concerns. This policy may be changed or updated from time to time.

4.2 Personal Information

4.2.1 The UUSD website collects personal information from visitors only on a voluntary basis. Personal information about UUSD members (the Membership Directory) shall be stored in a member only, password protected section. Personal information may include name, address, phone number, and email address. This information is not required to obtain access to any part of the site. UUSD does not sell or rent this personal information to other organizations. However, website users should be aware that commenting or posting to the website's bulletin boards might result in their name and email address being acquired by other parties. UUSD cannot prevent this from happening, since comments and bulletin boards are open to public viewing.

4.2.2 The following information may be published without prior written permission of the person depicted or described:

- 4.2.2.1 Names of staff members, members of the Board of Trustees, committee chairs, guest speakers, presenters, and worship service leaders or participants
- 4.2.2.2 Photographs of staff members leading or attending a UUSD event
- 4.2.2.3 Narrative descriptions of events that contain the names of staff persons
- 4.2.2.4 Staff-provided biographical information for publicity purposes
- 4.2.2.5 First and/or last names of adult members when those members are designated as the contact person for a UUSD event or activity
- 4.2.2.6 Photographs of adults attending a UUSD-sponsored event or activity without identification by name, provided that there is oral or written notification that photographs will be taken for use in UUSD's media and that individuals may request that their photograph not be used
- 4.2.2.7 Photographs and full names of members of the Board of Trustees who are serving currently
- 4.2.2.8 Calendar dates and locations of church meetings when the meeting is at the church
- 4.2.2.9 Descriptive announcements of UUSD-sponsored events that contain the names of persons in a leadership role, for example, a visiting speaker, musician, author, or local dignitary.

4.2.3 The following information shall not be made public without prior verbal permission of the individual described or depicted:

- 4.2.3.1 Personal phone numbers, addresses and email addresses of UUSD staff persons, members, visitors, friends or anyone unrelated to the congregation
- 4.2.3.2 Narrative descriptions of events that include the last names of adults (except as allowed in Section 4.2.2)
- 4.2.3.3 Photographs of adults with accompanying names (except as allowed in Section 4.2.2).

4.2.4 Whenever photographs of minors attending UUSD events are published, the following criteria shall be observed.

- 4.2.3.4 Parent or guardian written permission shall be on file or obtained for all minors to be shown in pictures.
- 4.2.3.5 Names of minors shall not be included in any of UUSD's social media without the express written consent of a parent or guardian.

4.2.5 Personal news of interest to the congregation only, but not to the public at large, shall not be posted on the website, for example "Joys and Sorrows."

4.3 Collection of Statistical Information

Information shall be collected about the browsing habits of users. The companies that provide that service have access to the information. The UUSD website collects information using cookies and JavaScript; if they are enabled in a browser, information can be collected, such as browser type, operating system, IP address, and country. This information shall be used only for statistical purposes. The data collected cannot identify anyone as a specific individual.

4.4 Information Accuracy

UUSD shall make every effort to ensure that the information presented is correct and accurate. If inaccuracies occur, they shall be corrected in a timely manner. Any website inaccuracies may be reported by emailing the webmaster as listed on the website.

4.5 Links to Third Party Sites

The UUSD website contains some hyperlinks to websites operated by parties other than the Unitarian Universalist Society of Southern Delaware. Such hyperlinks are provided only for reference and informational purposes. UUSD does not control such websites and shall not be responsible for their contents or privacy policies. The inclusion of hyperlinks to other websites shall not imply any endorsement of the material on these websites or any association with their operator.

4.6 Questions or Concerns

Questions and concerns about the Website Privacy Policy may be emailed to the webmaster or sent to:

Unitarian Universalists of Southern Delaware
33739 Marsh Rd. #2
Lewes, DE 19958.