

<i>NORTHWOODS UNITARIAN UNIVERSALIST CHURCH</i>	TITLE: COMMUNICATIONS COMMITTEE		
	DOCUMENT No.	P003	REVISION: C
	ORIGINATOR	Communications Committee	PAGE 1 OF 4
	COMMITTEE	Communications Committee	APPROVED DATE:

1. POLICY:

The purpose of church publications is to inform the members and friends of the congregation, as well as newcomers and the wider Montgomery County and Unitarian Universalist communities, of Northwoods Unitarian Universalist Church's business, programs and activities in a manner reflecting our UU values and covenant, offered in a respectful and open manner.

The Communication Committee is responsible for the editorial policies governing the print and electronic publications of the church, which include the following but is not limited to:

- The Beacon Monthly Newsletter
- The Beacon Bits Weekly Newsletter
- Northwoods' website
- Internal and External email communications
- NUUC and UUA banners, posters, pamphlets, bulletin boards
- Church related external advertisements
- Northwoods' Internet/Social Media websites and channels including, but not limited to: YouTube, Facebook, Twitter, etc.

These publication outlets are an essential part of the communications network of this church. Accordingly, newsletter editors, webmasters, and the church administrator will

- Strive to include, in an unbiased way, all information that supports or fulfills the above stated publications policy.
- Take reasonable precaution, under the guidance of the Communication Committee, to protect the privacy of members.
- Edit material that is too long or that needs correction in grammar, spelling, or style. The Committee may refuse material that is not appropriate but will make every effort to be inclusive.
- Ensure that submission requirements and deadlines are clearly communicated to the congregation and its leadership.

Content. While providing information about Northwoods' ministry, business, and activities, all communications should reflect Unitarian Universalist values, the Northwoods mission and vision statements, and the seven UU principles.

Communications are defined as any means of conveying information among people and group in the congregation or about the church to the larger community.

- **Internal communications** have a primary audience of members, friends, visitors and potential members. They include: the newsletter, website, weekly email announcements, bulletin boards, posters, the Sunday Order of Service, the church calendar, and other communications within the church.
- **External communications** target the larger community and include: news releases, interviews with news media on behalf of the church; advertising; written communication on Northwoods

NORTHWOODS UNITARIAN UNIVERSALIST CHURCH	TITLE: COMMUNICATIONS COMMITTEE		
	DOCUMENT No.	P003	REVISION: C
	ORIGINATOR	Communications Committee	PAGE 2 OF 4
	COMMITTEE	Communications Committee	APPROVED DATE:

letterhead; banners, posters or displays using Northwood's name; and other communication publicly representing Northwoods.

- **Partisan communication.** Church communication media may not be used for partisan political messages unless approved by the Board of Trustees or adopted by a vote of the congregation, based on local and national tax law governing non-profit churches and Northwoods' current bylaws.
- **Spokespersons.** External communication shall only be by authorized spokespersons which include: the Minister, Secretary and President or others designated by the Board. This includes use of the Northwoods Unitarian Universalist Church name or logo on social media sites.

2. REFERENCED DOCUMENTS:

- P012 – NUUC Use Member E-mail Information Procedure
- P082 - Photo Policy

3. PROCEDURE STEPS:

Step	Activity 1: Beacon Newsletter	Responsibility
A	The Beacon editor reviews and edits articles received from all contributors.	Editor and Contributors

Step	Activity 2 : The Beacon Bits	Responsibility
A	Church Administrator reviews and edits weekly submissions.	Administrator and Contributors
B	Questions regarding appropriate content are to be resolved by the Minister and the Communications Committee.	Minister and Communications Committee
C	The Beacon Bits are emailed weekly to church members and friends and will be published online.	Church Administrator

Step	Activity 3: Northwoods Website	Responsibility
A	The Webmaster ensures that all information on the website is	Webmaster

NORTHWOODS UNITARIAN UNIVERSALIST CHURCH	TITLE: COMMUNICATIONS COMMITTEE		
	DOCUMENT No.	P003	REVISION: C
	ORIGINATOR	Communications Committee	PAGE 3 OF 4
	COMMITTEE	Communications Committee	APPROVED DATE:

	accurate and current.	
B	The Webmaster ensures that the website, website pages, and all links function properly.	Webmaster
C	The Webmaster ensures that the website meets the needs of visitors, members, and friends of the Church.	Webmaster

Step	Activity 4: Email	Responsibility
A	Any individual within the Northwoods congregation communicating to other individuals within and/or without the church who is using or assuming the name and reputation of Northwoods Church will write with an attitude of respect and maturity. Church email is not a personal forum; email content is restricted to previously approved church business and activities.	Member, monitored as able by the Communications Committee
B	For emails related to church business the Chair of the associated committee or Ministry will be copied.	Member
C	See P012 – Use of Member Email Information (email policy)	Member

Step	Activity 6: Advertising/Publicity	Responsibility
A	Bulletin board space is assigned by the Communications Committee. All materials on each board are appropriate to the topic of the board and reflect sensitivity to the UU membership and UU principles.	Communications Committee
B	Materials are reviewed no less than every two months and updated as needed.	Communications Committee
C	Any Banners or Posters used to represent the views of the church or to which the Northwoods logo is affixed must receive approval from the Board of Trustees.	Committee requesting Banners or Posters

<i>NORTHWOODS UNITARIAN UNIVERSALIST CHURCH</i>	TITLE: COMMUNICATIONS COMMITTEE		
	DOCUMENT No.	P003	REVISION: C
	ORIGINATOR	Communications Committee	PAGE 4 OF 4
	COMMITTEE	Communications Committee	APPROVED DATE: