

Policies Governing Content Presented on The Unitarian Universalist Congregations of the Catskill's Facebook Page rev. 6/19

UU Catskills has created a Page on Facebook called "**UU Catskills**". It is a Page, which differs from personal or group Facebook accounts, and is primarily maintained by our Facebook Administrators and the Communications Committee. This Page is another means for UU Catskills to interact with members of our congregation. It also has potential to be an important tool in attracting visitors by enabling them to discover us through mutual Facebook "friends" of UU Catskills. While there are many similarities to the UU Catskills web site, weekly email update and other media, Facebook lends itself to a less formal atmosphere as well as offering a relatively simple way for a greater number of individuals to express themselves by posting comments, photos, web links, etc. to the UU Catskills Page's wall.

This statement sets forth below a number of guidelines for the content on the Facebook Page and likely will be subject to change as the technology changes. Other guidelines will need revision as we gain experience with this medium and learn the most effective use of the technology.

The majority of the Facebook content will promote activities occurring on the UU Catskills campus, activities in which members of UU Catskills are participating and events in the greater New York area that are sponsored by Unitarian Universalist or UUA affiliated organizations.

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

The UU Catskills logo, colors and typefaces should be consistent with the UU Catskills graphic guidelines and resemble our other media "branding" styles.

The UU Catskills statement of identity should be prominently displayed.

The name of the minister should be easily accessible as well as their photos; however, it should be clear that administrator posts are not from the minister.

The account owner needs to be registered with a documented email address so that ownership role can be transferred if and when we have personnel changes.

- The contact information for UU Catskills should be prominently displayed; links to the UU Catskills web site, Twitter site, etc. should also be easily accessible.
- The UUA has been notified that UU Catskills has a Facebook Page and we have asked to be added to any UUA social media directories or resources that are available.
- Photos should be of a presentable quality but this is not as critical as the requirements for photos on the web site.
- If photos of children are posted, parental consent is required and they must comply with the photo guidelines contained in the UU Catskills Safe Congregation Policy.
- Administrators should monitor the UU Catskills Facebook Page and remove any content that does not comply with the guidelines contained herein; habitual offenders may be banned from further contributions to the Page.
- Posting should be checked for inappropriate content on a daily basis.
- New content should be added by an administrator at least once per week.

In addition to the above guidelines which, as stated, may need revision over time, the following policies will govern the content provided on the UU Catskills Facebook Page and these policies

should not require much revision over time. These are similar to our established guidelines for other electronic media content as well as just basic common sense. The FaceBook administrators will share responsibility for monitoring the content that is presented on Facebook. These persons shall have full authority to create, delete and maintain the content, provided that the content:

- Is maintained within the bounds of these Policies
- Is consistent with the Seven Principles of Unitarian Universalism
- Avoids slander, libel, violations of copyright, profanity, off-color humor, and advocacy of political candidates
- Does not reveal private personal information
- Does not advertise commercial businesses
- Presents information that is accurate and relevant
- When making announcements, concisely sets out the “Who, What, When, Where, Why, How, and How Much” of all items
- Is written in clear and grammatically correct prose
- Is updated on a timely basis

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