



**Unitarian Universalist
Congregation of
Las Vegas**

**Policies, Procedures, and
Guidelines**

Policy:5.06
Rev. 1

Date: 2/20/2013

Page 1

Board Approval:

Peter LaCombe

Title: Social Media & Networking

POLICY 5.06 SOCIAL MEDIA & NETWORKING

Policy Statement:

Social networking via the Internet is a dynamic part of everyday life and can be an important tool in attracting visitors to our congregation. It also provides a network for UUCLV members, friends, and visitors to communicate with each other by sharing articles and photos, discussing important issues, publicizing events, and posting comments.

Definitions:

Social media outlets: websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts. This includes the UUCLV website, monthly newsletter, and weekly announcements; other email, including discussion sites; blogs; and sites such as LinkedIn, Facebook, Twitter, MySpace, and Friendster.

Social networking: the sharing of information, resources, and services among people with a common interest via websites or other online technologies.

Procedures:

The administrators of all social media outlets that represent UUCLV, or a sub-group thereof, should be UUCLV staff or members in good standing. As administrators they shall have full authority to create, delete and maintain content, provided that the content is consistent with the Seven Principles of Unitarian Universalism, and avoids slander, libel, violations of copyright, and advocacy of political candidates. All UUCLV social media outlets that provide space for public comment should be monitored daily. It is recommended that there be at least two administrators of all social media sites and that their names be included in the annual Activity Report submitted to the Program Council by all committees, affiliates, councils, etc.

Individuals who wish to administer a social media outlet as a UUCLV representative must be approved in that role by the Board of Trustees and/or the Minister as outlined in Policy 1.10. Independent social media outlets linked to the UUCLV website should clearly state their relationship to UUCLV, Unitarian Universalism, or to an outside organization or individual.

Emails and Email Lists



**Unitarian Universalist
Congregation of
Las Vegas**

**Policies, Procedures, and
Guidelines**

Policy:5.06
Rev. 1

Date: 2/20/2013

Page 2

Board Approval:

Title: Social Media & Networking

Personal and commercial messages should not be sent via UUCLV committee email lists. Recognizing that the general public may have access to our congregational email, the following procedure is encouraged: On emails involving more than one individual, do not list email addresses on the "TO" line; use the "BCC" line. If necessary, list the email recipients in the body of the email without listing their email addresses. Avoid using email to resolve complex issues or mediating disputes, as misunderstandings may result.

Websites, Blogs, and Newsletters Connected to the Internet

For privacy and/or legal considerations, the editor of a UUCLV social media site should adhere to the following guidelines:

- No last names or identifiable photos of minors should be published without parental permission.
- Contact information for church staff members should be restricted to their work phone numbers, addresses or email.
- Information about volunteers who serve as contacts for committees, interest groups, and special events may be published with their permission.
- Personal news of interest to the congregation only, should not be placed on the web. Examples would include items such as "Among Ourselves," "Joys and Concerns," or other columns which serve similar functions.

All administrators will abide by Policy 1.10, *Representing UUCLV to Outside Entities*.

This policy shall be monitored by the Program Council or its designee(s).

Summary: This document describes the UUCLV plan for social networking through the Internet. The policy and procedures will remain in effect until revision is required, completed, and approved by the Board of Trustees.

Revision History

2/20/13- Rev. 1