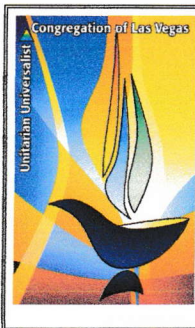
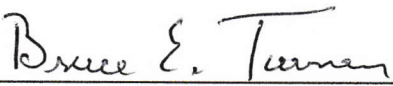


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|  | Unitarian Universalist<br>Congregation of Las Vegas<br>(UUCLV)<br><br>Policies, Procedures, and<br>Guidelines | Policy: 5.04  | Date: 3/27/2020 | Page 1 |
|   |   | Board Approval:<br><br><br>Title: Social Media and Networking |                 |        |

## 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 by sharing articles and photos, discussing important issues, publicizing events, and posting comments.

### Definitions

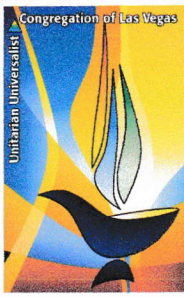
Social media outlets: websites and other online means of communication used by large groups of people to share information and develop social and professional contacts. This includes the UUCLV website, monthly newsletter, and weekly announcements; other email, including discussion sites; blogs; and any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

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,

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| Date: 3/27/2020 | Social Networking | Page 1 of 4 |
|-----------------|-------------------|-------------|

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|  <p>Unitarian Universalist<br/>Congregation of Las Vegas<br/>(UUCLV)</p> <p>Policies, Procedures, and<br/>Guidelines</p> | Policy: 5.04                       | Date: 3/27/2020 | Page 2 |
|   | Board Approval:                    |                 |        |
|   | Title: Social Media and Networking |                 |        |

delete and maintain content, provided that the content is consistent with the Principles of Unitarian Universalism, and avoids slander, libel, violations of copyright, violations of platform posting rules, and advocacy of political candidates. Both the tone and the verbiage used by content creators, administrators, and commenters must reflect the UU Principles. All UUCLV platforms should have a pinned post that gives clear content moderation policies that reflect this policy. 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, with at least one administrator being a UUCLV staff member. Administrators should be aware of how to respond to posts about a serious immediate crisis (such as thoughts of self-harm or threatening harm to others or the congregation's property).

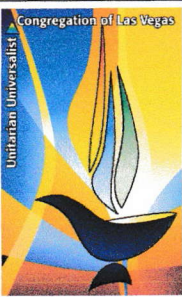
Individuals who wish to administer a social media outlet as a UUCLV representative must be approved by the Board of Trustees or the Minister as outlined in Policy 1.06. Independent social media outlets linked to the UUCLV website should clearly state their relationship to UUCLV, Unitarian Universalism, or to an outside organization or individual.

## Emails and Email Lists

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

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|-----------------|-------------------|-------------|
| Date: 3/27/2020 | Social Networking | Page 2 of 4 |
|-----------------|-------------------|-------------|



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|  <p>Unitarian Universalist<br/>Congregation of Las Vegas<br/>(UUCLV)</p> <p>Policies, Procedures, and<br/>Guidelines</p> | Policy: 5.04  | Date: 3/27/2020 | Page 3 |
|   | Board Approval:<br><br>Title: Social Media and Networking |                 |        |

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.

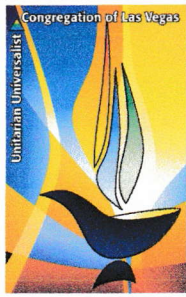
### Websites, Blogs, and Newsletters Connected to the Internet

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.
- 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 1.06, Representing UUCLV to Outside Entities.

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|-----------------|-------------------|-------------|
| Date: 3/27/2020 | Social Networking | Page 3 of 4 |
|-----------------|-------------------|-------------|

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|  <p>Unitarian Universalist<br/>Congregation of Las Vegas<br/>(UUCLV)</p> <p>Policies, Procedures, and<br/>Guidelines</p> | Policy: 5.04  | Date: 3/27/2020 | Page 4 |
|   | Board Approval:<br><br>Title: Social Media and Networking |                 |        |

This policy shall be monitored by the Board of Trustees 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. 0

3/1/19- Rev. 1

3/27/20 Renumbering