

## CHANNING MEMORIAL CHURCH (CMC)

### Website, Social Media, and Communications Policy

<b>Policy Statement</b>	It is the policy of Channing Memorial Church (CMC) to promote effective and appropriate communication, both within the congregation and between the church and the larger community.
<b>Procedures and Guidelines</b>	The Procedures and Guidelines are intended to guide the minister, office administrator, staff, and volunteer communication coordinators designated by the Board. These coordinators may include, for example, a webmaster, social media coordinator, committee chairs and publicity reps who collectively form the Communications Team. The Guidelines will also assist members and friends in working effectively with the Team.
<b>Date Approved by Board of Trustees</b>	Nov. 17, 2016

**General Policy**

All internal and external communications of Channing Memorial Church (hereafter “CMC” or “the Church”) must adhere to the following general communications policies:

- All informational messages must be consistent with Unitarian-Universalist principles and the Church’s vision and mission.
- The privacy of all congregants and in particular minors shall be respected and protected.

Individual members and friends shall ensure that their own personal views are not represented as views or positions ascribed to CMC or other members of the congregation.

**EXTERNAL COMMUNICATIONS POLICY**

**Guidelines for External Communications**

All communications or announcements to external publications or groups on behalf of the Church (including any of its committees, programs, or activities) must be compatible with the Church's Vision and Mission.

**External Release of Internal Information or Materials**

Information developed solely for the use of the congregation shall not be externally disseminated or published without the express permission of the individual or group who wrote or developed the information.

**WEBSITE AND SOCIAL MEDIA POLICY**

**Website**

**Purpose**

The purpose of the CMC website (“the Site”) is to provide information about the Church. The Site is intended for two-audiences: 1) the larger CMC community and the general public, including potential visitors and potential new Church members; and, 2) CMC's current members and friends only. The Site is therefore designed with the following objectives:

- Present the CMC community and general public with accurate and up-to-date-information about the institutional, recreational, educational, social, and spiritual life of the Church in a welcoming, attractive format.
- Provide information appropriate for-CMC members and friends only.

**Content**

The Site is the Church's storefront and face to the wider community. It may be established, modified, or eliminated as deemed by the Board of Trustees to be

necessary and appropriate.

Examples of the content of the Public portion of the site include, e.g., representative images of the church, congregation and programs, recordings of sermons, information about Sunday speakers and ministry, RE, and church leadership, as well as current, future and past events on the church calendar.

Examples of the content of the Current Members and Friends portion of the site should include, e.g., a current directory of members and friends, the Church by-laws, policy statements, warrants for special meetings, committee reports also made available to members elsewhere, and listings of all church officers and committee chairs, with Church email contact information.

Any “Members and Friends Bulletin Board” or similar portions of the Site intended to promote personal and informal internal communication, such as blog posts, shall be on the non-public portion of the Site and shall feature a prominent disclaimer that views expressed do not necessarily represent positions of the Church or other members of the congregation. All such content should be of a nature appropriate to the Church's Mission and Vision, and any content that may be deemed inappropriate may be subject, after discussion with its author, to removal by the Board of Trustees or designees.

If links to other websites are provided, it must be with a disclaimer that the Church is not responsible for the content, style, or availability of pages not on the CMC website. The Site should not be used to publicize events, causes or services unrelated to the Church or its mission and principles.

All rights to content are reserved under copyright law by the Church unless otherwise credited.

### **Privacy**

The Site does not gather *Personally Identifiable Information* (PII) about visitors; if statistics are gathered they shall be limited to a tally of the total requests for each page.

PII about members and friends of The Church shall not be disclosed on public portions of this site except as determined necessary by the Board of Trustees or those it has explicitly authorized as designees (such as the Minister, Office Administrator, or volunteer communications coordinators), and then only by permission of the individual involved. For example:

- No names are used, other than staff, without permission.
- No last names of minors will be used under any circumstances.
- No recognizable photographs of minors will be used unless the parent

or guardian has signed a Media Release Form or signed off for media release on the RE registration form.

- Email addresses other than those of the church and staff are not to be posted without specific permission, and only when there is a clear need.
- The use of photographs of single or small numbers of recognizable individuals requires their prior approval.

A person who does not want his or her personal information or photograph to appear on the Site under any circumstances (including non-public portions) should give notice by email to the Office Administrator. Upon receipt of such notification, the Church will undertake best efforts to ensure that this information will not appear. A list of people who “opt-out” will be maintained by the Office Administrator who will make it available to the Board, Minister, and any volunteer communication coordinators. Every name and photograph to be published will be checked against that list to the extent that is feasible in order to ensure privacy is maintained as requested.

While this Privacy Policy states the Church’s standards for maintenance of the CMC website, and the Board, Minister, staff, and volunteers in various capacities will make reasonable efforts to uphold these standards, the Church cannot guarantee these standards. Circumstances may arise in which information may be disclosed. As a consequence, the Church disclaims any warranties or representations relating to maintenance or nondisclosure of information.

### **Copyright Materials**

The Church will not post material in public documents or public forum without securing appropriate copyright permission or including appropriate attribution, unless prior written authorization for use has been given.

### **Social Media**

All of the above website policies, procedures and guidelines will apply to the extent feasible for the content of any social media presence (e.g., Facebook, Twitter) that may be established by the Church. No social media engagement by members and friends or staff shall imply that it is representing the Church other than through approved social media of the Church following policies, procedures and guidelines.

## **Newsletter**

In the spirit of community, it is the practice of CMC regularly to provide published information about the church and its activities in a newsletter. The frequency, form and content of the newsletter may vary. The newsletter may be posted on the Site, transmitted electronically, and/or sent by postal service. The current newsletter is a monthly publication named *The Catalyst* and the Office Administrator currently serves as its editor. It is currently supplemented by weekly announcements edited and transmitted electronically by the Office Administrator, and inserted in hard copy into the Sunday order-of-service.

Notices of personal interests or activities outside of the sphere of the Church that are provided by members and friends may on occasion be included in either the monthly newsletter or weekly announcements, but only when all of the following conditions are met:

- The information in the notice is deemed by the editor to be of obvious value and interest to the broad church community. In the event of any doubts, questions, or ambiguities, the editor shall consult with the President of the Board of Trustees and the person posting the notice.
- The content of the notice is in accord with the Mission and Vision of the Church, see Appendix I.
- A notice may not be for personal or professional services provided for remuneration of any kind.

The privacy of members of the congregation mentioned in *The Catalyst* is to be protected in accordance with the same guidelines that apply to the Church's website and Social Media policy.

## **OTHER COMMUNICATION POLICY**

### **Email**

The content of internal email communications by and among congregants and/or staff should always reflect the supportive, respectful, and caring tone that is appropriate within a spiritual community.

“All-church” emails (that is, emails that are sent to all CMC members and friends) are solely for the conduct of the business of the Church. They should not be used to promote non-church events, activities, or causes, unless justified by the UUA Purposes and Principles (e.g. People's Climate March).

**Church Directory**

The church directory (print & online) is maintained by the Membership Committee and by the Office Administrator. Individuals are responsible for communicating changes in their personal information (e.g. email address) to the church office. The online directory is maintained in the non-public section of the CMC website (see above).

The directories will be updated periodically. The Membership Committee will add or remove names in the directories pursuant to CMC Membership Policy.

## **APPENDIX I**

### **OUR VISION:**

**Believing that the true expression of our religion is the way we live our lives –**

**We, the members and friends of Channing Memorial Church, commit to use our diverse gifts in shared ministry as a catalyst for:**

**Creating a wellspring of caring and compassion within a vital and inspirational community of all ages that values individuals throughout their lives,  
Spiritual growth and intellectual exchange,  
The honest and responsible use of the democratic process,  
Stewardship of our historic sacred spaces,  
Peace, justice, and respect for all people and our planet,  
Positive change within our community and the world.**