

Social Media, UUSO Policy

Approved November 16, 2016

Reviewed June 23, 2021

Definitions For All of the Policies Below

1. "Core Staff" refers to:
 - a. The Minister
 - b. The Director of Religious Education
 - c. The Office Administrator

Facebook (General)

1. Administrators may create, post and moderate content for all Facebook pages.
2. Administrators will appoint moderators from the congregation for the Facebook pages.
3. Administrators are empowered to block or remove those who use our Facebook pages inappropriately. In addition, one member at large will act as the Moderator for all Facebook pages.
4. The Administrators and the Moderator are empowered to remove inappropriate content on any Facebook page by taking a screenshot, removing any posts or comments that are deemed inappropriate, and sending the screenshot to the Minister and/or the Board of Trustees indicating why the post was removed.
5. All social media postings and management are to abide by our Public Relations Policy and Disruptive Behavior Policy.

Facebook Page – UUSOneonta

1. The Three Core Staff will act as administrators and can post upcoming public events and UUSO worship services. All public events should have an event page.
2. It is recommended to have at least one post per weekday.
3. Posts must be directly related to the ministry of the Society.
4. In addition to public events and UUSO worship services, posts about a member or group of the congregation may be posted if there is an intersection between the ministry of the Society and something involving that person or group. Also, news and information from the UUA can be posted.
5. No advertising of goods, businesses, or services allowed. (Note: UUSO sanctioned events that charge an admittance fee (e.g., Wine Tasting, Dessert Theater, etc.) or a UUSO sale, (e.g., Book and Plant sale, Cookies and Crafts, etc.) are permitted to be posted.)

Facebook Group - UUSO Community

1. Anyone in the group can post to this group page.
2. No advertising of businesses or services is permitted in this group.

Facebook Group – UUSO Marketplace

1. The selling of items and services of interest to the UUSO community is permitted, and business advertisements are allowed and are restricted to once per week.
2. Anyone in the group can post to this group page.

Email group - UUSONEWS

1. The Three Core Staff can post to this email group.
2. Only official Society announcements and messages may be posted.
3. Recommended schedule of postings:
 - a. Monday: Minister posts their schedule
 - b. Tuesday: RE Director posts RE information
 - c. Wednesday: Worship information is posted
 - d. Thursday & Friday: Upcoming events are posted.

Email group - UUSOCHAT

1. Any member of the UUSO community can request to be added to this group.
2. All subscribers may post to the group.
3. The Core Staff will administrator this group.

Twitter - @UUSOneonta

1. The Core Staff can post to the Twitter account.
2. Note: Twitter replies and followers cannot be moderated.

Official Website – UUSO.org

1. The main purpose of the website is to provide information about UUSO to potential visitors, and also to provide an information hub for the congregation.
2. The Office Administrator (and the Minister) are responsible for managing the website.
3. The Website Committee is charged with reviewing and assessing the website and making recommendations for changes.
4. The authorized staff and the Chair of the Website Committee, or their designee, may update and make changes to the website.
5. Upcoming Services and Events shall be updated weekly on the UUSO.org homepage.
6. The DRE shall keep the Religious Education pages updated as needed.
7. The newsletters and Worship Schedules shall be posted as they become available.
8. Board minutes, including staff reports and financial statements, approved policies, Bylaws and Congregational Meeting Minutes (including the annual report) shall be posted to the website as they become available.
9. The Board of Trustees shall provide direction regarding those items to be posted in the “Members Only” Section.