

Content Presented on First Unitarian Church's Facebook Page
First Unitarian Church, South Bend
Approved December 11, 2010

First Unitarian Church of South Bend has created a Fan Page on Facebook, which differs from personal or group Facebook accounts, and is primarily maintained by our volunteer Facebook Group. A “fan” page allows people to interact with the page (like, comment, etc) without sharing personal information about themselves.

This Page is another means for First Unitarian to interact with members of our congregation. Our hope is that it will further facilitate dialog within our community and allow for more informal information exchanges. It also has potential to be an important tool in attracting visitors by enabling them to discover us through mutual Facebook “friends” of First Unitarian. While there are some similarities to the First Unitarian web site and “Chirp”, 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 First Unitarian Page’s wall.

Members of the Facebook Group will be designated as a Facebook administrators and share responsibility for monitoring the content that is presented on Facebook. These persons shall have full authority to create, delete and maintain the content.

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 First Unitarian locations, activities in which members of First Unitarian Church are participating and events in the greater Michiana area that are sponsored by Unitarian Universalist churches or UUA affiliated organizations.

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

The account owner needs to be registered with an email address like user@firstunitarian.us so that ownership role can be transferred if and when we have personnel changes.

The contact information for First Unitarian Church should be prominently displayed; links to the First Unitarian web site, UUA website, Twitter site, etc. should also be easily accessible.

The UUA will be notified that First Unitarian Church of South Bend has a Facebook Page and we will ask to be added to any UUA social media directories or resources that are available.

Style Guidelines

- First Unitarian logo, colors and typefaces should be consistent with our other media “branding” styles.
- The First Unitarian Church statement of identity should be prominently displayed.
- The names of the ministers and staff should be easily accessible as well as their photos (if possible); however, it should be clear that Facebook administrator posts are not from the staff.

Images

- Photos should be of a presentable quality but this is not as critical as the requirements for photos on the web site or for print use.
- Pictures of children must follow the policies set forth in the Child Protection Policy and Photo/Video Policy created by the Religious Education Committee.

Content

- Administrators should monitor the First Unitarian 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.

Content Submission

- Posting of activities and events that are regularly scheduled will be coordinated with the website and CHIRP.
- Additionally, church members and friends are welcome to post items of interest. Such postings will be subject to content review.

In addition to the above guidelines which, as stated, may need revision over time, the following policies will govern the content provided on the First Unitarian Facebook Page and these common sense policies should not require much revision over time. The administrators of the Facebook page will provide content that:

- 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

The person or persons maintaining the First Unitarian Facebook Page shall report to the Marketing Committee, which in turn shall report to the First Unitarian Board of Trustees.

Approved December 8, 2011