

Social Media Policies and Protocols for SNUUC Social Media

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Mission, Guiding Principles

A. Our Mission

The mission of the South Nassau Unitarian Universalist Congregation is to provide a sanctuary of beauty and harmony where:

We search in freedom for meaning and truth,

We draw inspiration from many religious and philosophical sources while acknowledging the Judeo-Christian heritage of Unitarian Universalism,

We embrace the diversity and welcome people of all ages, races and orientations,

We affirm that our children and youth are an integral and important part of our religious family,

We strive toward a social awareness that leads to transformative action in our community and to living in balance with the environment.

Ours is a nurturing congregation where children and adults find acceptance and fellowship, feel empowered and grow spiritually.

B. Guiding Principles

We are guided by the seven principles of the Unitarian Universalist Association, covenanting with one another and other UU congregations to affirm and promote:

- The inherent worth and dignity of every person;
- Justice, equity and compassion in human relations;
- Acceptance of one another and encouragement to spiritual growth in our congregations;
- A free and responsible search for truth and meaning;
- The right of conscience and the use of the democratic process within our congregations and in society at large;
- The goal of world community with peace, liberty, and justice for all;
- Respect for the interdependent web of all existence of which we are a part.

C. Vision Statement in Progress – The difference we want to make in the world

The vision of the South Nassau Unitarian Universalist Congregation is to be an ever-widening sanctuary for liberal religious values on the South Shore of Long Island.

Congregational Covenant of Healthy Relationships

The South Nassau Unitarian Universalist Congregation's mission statement affirms that "Ours is a nurturing congregation where children and adults find acceptance and fellowship, feel empowered and grow spiritually." We strive to achieve a consistently safe environment for all members through preventive measures as well as educational strategies.

We will be mindful of how we communicate with and about others.

We intend to:

- Work for the good of the congregation.
- Behave respectfully toward one another, even in disagreement or conflict.
- Presume good faith.
- Use email and other electronic communication with respect, kindness and special care.

We will seek a peaceful and constructive resolution when conflicts arise.

We intend to:

- Speak out when something is of serious concern.
- Rather than make attributions, ask questions when there is a suspicion or concern.
- Work on an issue directly with the person(s) involved and encourage others to do the same.
- Admit error and practice forgiveness.
- Call on congregational resources when help is needed.

We will celebrate the diversity within our community.

We intend to:

- Reach out to others with warmth and kindness in a spirit of welcome
- Recognize and honor the diversity of beliefs and spiritual paths within our community, including the words and ways people choose to express their spirituality
- Be curious, appreciative, and informed about perspectives that differ from our own
- Honor the contributions and needs of those who have been historically marginalized in the larger world and in our congregation, and seek growth in our ability to be welcoming

We will build the common good.

We intend to:

- Build mutual trust through an honest and responsible use of information
- Contribute our gifts of time, talents and financial resources
- Encourage and support the involvement of everyone in the life of our congregation
- Express gratitude and appreciation for the contributions of others
- Respect the roles and responsibilities of congregational leaders
- Respect SNUUC's established policies and procedures

Universal Social Media Policies

Our congregation's digital presence is often the first image presented to newcomers and those seeking a spiritual or religious home. We must be mindful of how we present SNUUC, that in our posting and publishing we honor our Congregational Covenant of Healthy Relationships and the Seven Principles of Unitarian Universalism. Our communications should further our Mission and Vision statements. We must remember that in representing SNUUC in the social media universe, we are speaking for the congregation, not for ourselves.

- Any electronic mail or media account set up with the purpose of representing the congregation or any committee or mission of the congregation must receive prior approval from the Board of Trustees. All such accounts shall include the official name of the congregation, its address and other relevant contact information. The administrator information for such accounts must be shared with the Board of Trustees and Office Manager.
- All communication must comply with the Congregational Covenant of Healthy Relationships; those entrusted with a social media role must lead by example. Posts from a congregant/visitor that seem to violate our policies should be brought to the attention of the Minister or a Board of Trustees member. Posts that violate congregational policies will be deleted, and a private message will be sent to the poster, bringing attention to the relevant policy. Posters who engage in repeated offenses will be banned from congregational social media sites.
- Posts dealing with social justice issues must be given approval/instruction by the Social Action Committee, the Minister or be a position voted upon by the congregation. Alternatively, they may be initially posted by the UUA or Standing on the Side of Love campaign. When we post something as SNUUC, it comes across at the official stance of the congregation.
- No posts advertising private businesses or political candidates are allowed under any circumstances using official congregational accounts. Events/posts from partner nonprofits/affiliated groups that the congregation has worked with in the past or further our mission/values/ends are acceptable unless they conflict with any policy in this document or of the congregation.
- Any posting/publication that has a picture or image of a child requires a parental waiver. If a child/youth from our congregation posts something that is alarming, implies abuse or suicidal thoughts, **immediately** bring attention of the post to the Religious Education Staff and/or Minister or Board of Trustees member.
- All social media sites need to be updated daily, if possible, with relevant content. Content should look professional, be free from typos and grammatical errors. All words, pictures, videos, music, and any other media must either be the original work of the poster or include appropriate attribution. No posts may violate copyright laws.
- Any changes made to themes/profile pictures/color schemes of congregational social media sites must be approved by the administrator or leadership with the communications portfolio.

- Formally recognized affinity groups within SNUUC may request events posted on their behalf. The frequency of such posts shall be at the discretion of the administrator.

Facebook and Other Social Media Sites

The “South Nassau Unitarian Universalist Congregation” Facebook page will be our primary means of social media communication, serving three main purposes:

1. Community building, inspiration and announcements for current members and friends
2. Information for visitors, newcomers, seekers
3. To cultivate an ever-widening sanctuary with outreach and connection to the greater community and denomination.

General Guidelines for the congregation’s Facebook pages or groups:

- Any person or committee of South Nassau UU Congregation must obtain prior approval from the Board of Trustees to create a Facebook page or group or any other social media presence.
- The administrator access for Facebook or any social media presence must be shared with the Board of Trustees and the Office Manager.
- The Facebook pages or groups will link to our congregation’s website (snuuc.org) and if there’s a place to do so, include such basic information as our congregation’s location, contact information and service times.
- South Nassau UU Congregation has the right to delete any inappropriate content including, but not limited to: irrelevant content, hateful content, attacks against an individual, financial solicitations, endorsements of a political candidate or party, and content that violates Facebook’s terms of use, code of conduct or other policies. Content that violates Facebook’s policies may also be reported. This right extends to content on any Facebook page or group or social media site set up for the purpose of representing the congregation or a committee or a mission of the congregation.
- Posts to any SNUUC Facebook page or group should be monitored on a timely basis to make sure that the content conforms to our Covenant of Healthy Relationships.
- Administrators should comment officially only on the congregation’s own Facebook page or group. Follow-up comments must be relevant to the initial post/comment, provide accurate information, and have a calm, nonviolent tone. If there is a discussion that forms over a post, do not participate in or elevate any kind of argument under the SNUUC name.
- Events from the weekly update, Open Line and Events section of the congregation’s website should be created on Facebook as an Event under the SNUUC name.
- No more than **six** posts should be made on the SNUUC Facebook page on a single day without extenuating circumstances. We don’t want to flood our fans’ newsfeeds.
- The addition of applications must get prior approval from the Board of Trustees.

- Facebook page or group administrators should “like” only denomination-wide pages, region-wide pages, cluster-wide page or those of our interfaith partners, and affinity groups within our congregation. [Be sure when liking a page from your personal facebook account that you don’t accidentally like it from the SNUUC page or group.] Administrators can also “like” official UUA affiliates (right now the UUWF and UUSC) and other congregations that we have a current, clearly established partnership.