

## Purpose

The Fellowship maintains a web site and publishes news and announcements by using several options to distribute news and information. This guideline will assist UUPF and those who provide web-site, email/listserve, newsletters, announcements and other media support to determine what type of content is acceptable; to manage and identify tools used to communicate with the members/friends, the public and other UU related organizations. The Communication Committee is responsible for the **Web Site and Communications Publishing Guideline**.

The web site and the other communication documents and tools are assets and the Fellowship has an obligation to protect the quality and content with a primary focus of:

- Accuracy and timeliness
- Relevancy to Fellowship events, offerings and operations
- Ease of use and technical maintainability
- Content that supports the Fellowship and its mission and goals

## Responsibilities

### Communication Committee:

For listserves, it manages membership and posts information. It provides editorial support and may format content to match the media or find sources to do this task. It manages changes in technology platforms, ISP providers and publishing tools. Technology changes should be executed only after evaluating maintenance requirements and budget factors.

### Webmaster/Newsletter Editor:

Designs and builds pages, maintains self-documenting file-naming conventions, uploads and archives pages and documents. They acts as a gatekeeper who alerts the requestor and if needed, the Council about content that may not meet these or other Fellowship guidelines or that may jeopardize the website/communication tool's integrity. The Webmaster, Editor, and /or the Communication Committee will work with the information provider or author to identify alternatives when the content/file is not suited as presented.

The webmaster will notify the Communication Council when any significant changes are required or being requested. Some review or discussions with the Council might be required before proceeding.

### Council, Officers and Committees and Task forces:

- Acts as the primary conduits for notifying the communication person(s) of any changes or new requests
- Prepare information to distribute using congregational-wide tools (listserves, notices, newsletters)
- Works with the Communication Committee when needed to resolve quality, accuracy and relevancy concerns

**Constraints:** While technology is increasingly available to provide mixed media content (such as videos, mp3 and podcasts) care must be taken to insure that any technology selected produces content that is accessible to the membership and follows the Guidelines. For any technical expertise requirements, other people by way of training and tool access should be able to continue providing the service when still in demand.

**Registrations and Passwords:** Anyone managing a password protected sites/registrations should provide the Secretary with the current administrator, the userID and the password; and any expiration constraints (domain name fees, etc.).

## Listserves, Bloggers and Social Networks

The Communications Committee is the gatekeeper/administrator/moderator of all listserves belonging directly to the Fellowship. These one-way listserves are used by the Council, Officers, and/ or a committee to deliver information to those who are subscribed to these listserves. Others who wish to contact various people in the congregation for any other type of messages or announcements can use alternate means available to them.

If your committee or you as an individual participate in blogging, social networks (Facebook, etc) or other non-UUPF listserves by moderating or adding any content, please make sure that you do not inadvertently imply you are speaking on behalf of the Fellowship or committee unless that is the intent and it is clear to the reader. Be mindful of privacy issues outlined in this guideline.

Each moderator will be responsible for guarding your blog and lists from malicious applications that attempt to infiltrate with badware\* links, embedded viruses, etc. For more information about protecting blogs visit: [www.stopbadware.org](http://www.stopbadware.org) .

"... Blogs provide commentary or news on a particular subject such as food, politics, or local news; some function as more personal [online diaries](#). A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs."  
source: <http://en.wikipedia.org/wiki/Blog> 08/2007

## Document Content — Checklist

Uses this check list for any material to be published on the web site:

OK?	Content Checklist
[ ]	<b>Copyright statement</b> — applied on documents or web page content when appropriate or requested by the information supplier
[ ]	<b>Privacy consideration</b> — privacy guidelines reviewed before publishing addresses and contact information are included
[ ]	<b>Content ownership identified</b> — Downloadable documents need to be owned by someone, and that organization's name must be identified and easily found (typically in the document header, footer or in the document's Contact section).
[ ]	<b>Dates:</b> Publishing date and page numbers are in the footer
[ ]	<b>Editorial review completed</b> — content relevancy, fact check, clarity, spell check, graphic content/size acceptable
[ ]	<b>Web site links tested</b> — both external and internal; subjected to a virus/spam check with Antivirus software.

## Privacy

**Publishing/sharing personal information:** *Contact the committee or webmaster if you are unsure how to proceed.*

- The Fellowship discourages publishing personal-contact information such as home phone numbers, addresses and e-mail addresses when the information is broadcasted beyond the UU community. The webmaster may require or suggest alternative methods
- **Web-accessible pages/documents:** Unless password protected, web-based items are available to the public for viewing and downloading. This includes content such as audio/video pieces, documents and photographs
- **Children:** Particular care by all is needed to protect children’s privacy. We will strive to guard their identity in information or images post/published that the general public can view or download. The webmaster, newsletter editor, etc. may require parental approval before allowing a photo, etc. to be published
- **Social Network profiles:** Care should be taken to set privacy profiles on accounts to best protect UUPF “friends” from any unwanted contacts. Fellowship-managed accounts will be set at higher levels than typically used by individuals unless by consensus of the Council to do otherwise

## Accuracy

The document owner is responsible for accuracy. However an editorial review might identify errors. Obvious errors will be corrected immediately while other errors will require a Communication Committee member to notify the document owner; or they may add clarifications or alerts when publishing the information.

## Relevancy

Content on any communication is expected to be relevant to the Fellowship. Advertising or publicity from or about an unrelated organization is discouraged. Contact the Communication Committee to discuss any concerns.

## External Links to other sites

The Fellowship should not become the owner or maintainer of non-fellowship web content. Instead consider using external links to other sites. The webmaster recommends that these external links be limited to affiliated UU groups, member/emerging congregation's website pages/documents. Bad links or old information from other sites has no value to the Fellowship or visitors to the UUPF web site. Please report any such links to the webmaster.

The webmaster avoids providing links to 3<sup>rd</sup>-party sites such as online stores, etc. Use extreme caution since any technical errors or inappropriate links can be incorrectly thought to belong to the Fellowship.

**Links to video sites** (such as YouTube.com) should be to the specific UU-related video — not to the site’s main page where links to potentially undesirable content may be immediately visible (such as fight scenes, sexually-suggestive videos or content etc.). UU organizations are increasing their use of these multi-media sites.

## Graphic images and photos

Use photo-editing software to resized images to an exact size. Nothing typically should be larger than 4 x 3 inches and for images meant for webpage viewing, use a resolution of 72 dpi.