## Purpose

The Fellowship maintains a web site and publishes news, announcements and other publications. This guideline will assist UUPF and those who provide web-site, email/list serve, 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 tools are assets and the Fellowship has an obligation to protect its quality and content with a primary focus of:

- Accuracy and timeliness and sensitivity to privacy considerations
- Relevancy to Fellowship or other UU related events and offerings and operations
- Ease of use and technical maintainability
- Content that supports the Fellowship and its mission and goals

**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 used 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 and experience) should be able to continue providing the service or technical advice.

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

## Responsibilities

**Communication Committee:**
Provides editorial support for content and alerts the Council if the requests by committees, members or others are posting in public arenas materially impacts the Fellowship. Changes in technology platforms or ISP providers should be planned and executed only after evaluating maintenance requirements and budgeting factors. Most passwords and site registrations/access are maintained by the Communications committee.

**Webmaster / Newsletter Editor:**
Design and build pages, maintain self-documenting file-naming conventions, uploads and archives pages and documents. They act 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, Committees chairpersons and Task forces:**

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

## List serves, Bloggers and Social Networks

The Communications Committee is the gatekeeper/administrator/moderator of all list serves belonging directly to the Fellowship. These one-way list serves are used by the Council, Officers, and/ or a committee to deliver information to those who are subscribed to these list serves. 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 list serves 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.**

**Privacy and Security**: 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 .

> *"... Blogs provide commentary or news on a particular subject such as food, politics, or local news; some function as more personal online diaries.*

# Document Content — Checklist

Uses this check list for any material to be published on the web site or distributed in other forms:

| OK? | Content Checklist |
|---|---|
| [   ] | **Copyright statement** — applied on documents or web page content when appropriate or requested by the information supplier |
| [   ] | **Privacy consideration** — privacy guidelines reviewed before publishing addresses and contact information are included |
| [   ] | Content ownership identified<br><br>— 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. |
| [   ] | **Dates**: Publishing date and page numbers are in the footer |
| [   ] | **Editorial review completed** — content relevancy, fact check, clarity, spell check, graphic content/size acceptable |
| [   ] | **Web site links tested** — both external and internal; subjected to a virus/spam check with Antivirus software. |
| [   ] | **Minimize abbreviations and acronyms** — Use the general editorial guideline to spell out the word at least once before abbreviating |

## Privacy Guidelines

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

- Avoid publishing personal-contact information such as home phone numbers, addresses and e-mail addresses when the information is broadcasted beyond the UU community. Obtain permission or ask the webmaster to suggest an alternative method. Photos where people are not recognizable (size of picture, quality, etc.) do not need this special permission.

- **Web-accessible pages/documents**: Unless password protected, web-based items are available to the public for viewing and downloading. This public area includes content such as audio/video pieces, documents and photographs. Remove personal contact or sensitive information.  (Web, Facebook, blogs, etc.)

- **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 privacy levels than typically used by individuals unless by consensus of the Council to do otherwise

- **Recording**:  Audio/video recording/distribution can be done with the permission of those who may be speaking.

## 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.

## Content Relevancy – Content on any communication is expected to be relevant to the Fellowship. Advertising or publicity from or about an unrelated organization is discouraged if not related to UUPF. As part of the UU Community of Central NC (UUCCNC) Cluster's initiative, the cluster congregations promote as they can, each other's events in newsletters, bulletin boards, etc.

## 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. Broken links or old information from other sites has no value to the Fellowship or visitors to the UUPF web site. Please report any faulty links to the webmaster.

The webmaster avoids providing links to 3rd-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. Ideally, digital images should be under 100K in size.