

Policies Governing Content Presented on the NEIUUF's Facebook Page

Proposed by the NEIUUF Board of Trustees, November 2012.

NEIUUF has created a page on Facebook called "Northeast Iowa Unitarian Universalist Fellowship". This page is another means for NEIUUF to interact with members of our congregation. It also has potential to be an important tool in attracting visitors by enabling them to discover us through mutual Facebook "friends" of NEIUUF. While there are many similarities to the NEIUUF website, weekly email blast and other media, 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 NEIUUF page's wall.

This statement sets forth below a number of guidelines for the content on the NEIUUF Facebook page and likely will be subject to change as the technology changes and as we gain experience with this medium.

Each year, three to five members of the congregation (with membership of one year or more), including one member of the Board, will be designated as page administrators and share responsibility for creating and monitoring content that is presented on the page. Page administrators shall report to the Board.

The majority of the page's content will promote NEIUUF activities. 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 NEIUUF, Unitarian Universalism, members of our congregation, etc.

Facebook will not be used as the sole mode of getting important information to the congregation. When information of importance to the entire congregation is shared on Facebook, this information will also be shared with the congregation through the newsletter or a congregational email so as not to exclude members who may not have an account on Facebook.

Page administrators shall have full authority to create and maintain page content, provided that the content:

- is consistent with the seven principles of Unitarian Universalism
- avoids slander, libel, violations of copyright, profanity, offensive or hateful comments, and off-color humor
- does not reveal private personal information
- does not advertise commercial businesses
- does not advocate political candidates
- presents information that is accurate and relevant

Furthermore, administrators will ensure that photos of children are not posted to the page without permission of their guardian(s).

Administrators should monitor the page on a daily basis and remove any content that

does not comply with the guidelines contained herein; habitual offenders may be banned from further contributions to the page.

Administrators should also keep the “About” section of the page updated. This section should include NEIUUF contact information, a link to the NEIUUF website, the NEIUUF Statement of Purpose, and the following disclaimer about posting to the page:

"The NEIUUF welcomes all people to contribute to conversations on this page and to share content directly related to NEIUUF and Unitarian Universalism. Wall posts, comments, photos, and other content posted on this page are expected to be relevant and respectful. The NEIUUF has the right to delete any inappropriate content from this page, including but not limited to content that: is inconsistent with the seven principles of Unitarian Universalism; includes slander, libel, violations of copyright, profanity, offensive or hateful comments, or off-color humor; reveals private personal information; advertises commercial business; advocates political candidates; presents information that is inaccurate or irrelevant. Content that violates Facebook's terms of use, code of conduct, or other policies may also be reported. Photographs of children may not be posted without permission of guardians."

Tips for administrators:

For the page to be most effective, it is recommended that the team of administrators make at least one post per week. Weekly posts should include an announcement of the upcoming Sunday's service.

Posts should be written in clear and grammatically correct prose. When making announcements, concisely set out the “Who, What, When, Where, Why, How, and How Much.”

Administrators should consider posting both as the organization and as an individual person. For example, if a page administrator announces an upcoming service, they would do this as "Northeast Iowa Unitarian Universalist Fellowship"; they could then switch to their personal Facebook account and comment on the post as themselves, saying, for example, “I'm really looking forward to this service because... hope to see you Sunday!”

Administrators should review the “Managing a Page” section of the Facebook Help Center.

If necessary, the page can be temporarily “unpublished” which means it will be visible only to administrators. (See the Facebook Help Center for how to do this.)