**Document #:** T3 Created: 3/1/2013

**Title/Subject:** Publication & Publicity Guidelines Revised:

**Purpose:** Reviewed/unchanged:7/2019

**Operational Authority:** (Board, Administrative, Committee name)

## **Policy**

**Function/Purpose/Mission Statement:**

The following are some avenues available to publicize church events, activities, meetings, or a call for volunteers. At the end of this document you will see the contact list for further information or assistance, as well as examples of submissions appropriate for several publications.

You should become familiar with the Electronic Media Privacy Policy so you will know what personal information can be posted without an individual’s permission and what information we must have written permission to post. Names of event leaders can be posted in the public section of the website, but if you want contact information included we must have a signed Personal Information Use Form on file. Both of these documents can be found in the Members – Governance – Bylaws, Policies, and Procedures section of the website.

Before publicizing an event, communicate with the Office Administrator to check for any conflicts in scheduling and to place the event on the calendar. You then have the following options for publicity:

**WEBSITE** www.uurochmn.org

1. Church Calendar. When a viewer clicks on an event on the Calendar page (under News & Events), the following details will be displayed: name of event, when it will occur and where it will occur

Submit items for the church calendar to the Office Administrator.

2. Happenings page. One-time or periodic special events that are open to the entire church are listed in the Happenings section of the website. The following guidelines will help as you write an effective article for the web page. For more information, go to http://www.useit.com/papers/webwriting/.

 Start with the main or most important idea  
 Use bulleted lists  
 Consider bolded headlines for key paragraphs  
 Include hypertext links  
 Cut the word count by half (or more)

Submit items for the Happenings page to any member of the Office Administrator.  
Submissions may be edited to conform to the style of our website.

3. Program pages. Events that recur on a regular schedule can be posted on a page in the appropriate section of the website. See, for example, a description of the Caring Crafters on the Caring Groups page or A Chosen Faith Book Study in the Adult Groups section of Religious Education. These pages provide consistent information about events, while specific dates are better publicized through the Weekly eNews.

Submit items for program pages Office Administrator, keeping in mind the same writing guidelines as noted above. Submissions may be edited to conform to the style of our website.

**NEWSLETTERS**

1. Grace Notes

The quarterly church magazine is available on the first Sunday of each quarter September – May. The Office Administrator and Communications Advisory Team is responsible for the content of Grace Notes

2. Weekly eNews – DEADLINE: 9:00 a.m. Wednesday

This weekly email news blast is published on Thursdays and covers activities happening from the immediately succeeding Friday through the following Saturday. The eNews is edited by the Office Administrator, who has the discretion to limit the length of submissions and/or the frequency of their publication.

The eNews includes the following:

Information about what is happening on the Sunday morning that immediately follows the Thursday publication

A list of all church events on the calendar from Friday through the following Saturday

A list of all committee and group meetings from Friday through the following Saturday

Narrative information on upcoming special events. The eNews is intended to be short and fresh and generally each item will not be listed more than two or three times. If you want information about your event to be published more than once, you should rewrite the content each time. You may suggest the timing of publication to the Office Administrator (e.g. a save the date article two months ahead, a full description one month ahead, and a reminder two weeks ahead). If full information about an activity is on the Special Events or a program page of the website, your article may include a link to that page.

The author should specify a phone number or email address for contact information. Because this publication has limited distribution, contact information can be included without a signed permission form.

FACEBOOK

The church has two Facebook pages: a public page and a closed group page.

The public page is for sharing church events that are OPEN TO ALL: members, friends, visitors, and the general public. Only the Facebook Management Team can post main articles, so you should submit material for a main article to a member of the Facebook Management Team. Anyone who is on Facebook can post in the Recent Posts by Others section and/or respond to any posts on the public page. It is closely monitored by the Office Administrator and anything deemed inappropriate will be removed. Please keep any discussion friendly and non-threatening.

The closed group page is for discussion, invitations, announcements – anything associated with our church. Any friend or member in our church directory can post and only friends and members can see the posts. (If you need help learning how to post, contact a member of the Office Administrator.) You are encouraged to add photos, but we ask you not to tag children under 18. Also, people may remove tags at their own discretion. This group page is monitored by the Office Administrator and anything deemed inappropriate will be removed.

SUNDAY BULLETIN

The Bulletin is handed out at Sunday services.

DEADLINE: 9 a.m. Wednesday

The Bulletin has a 2-3 sentence limit and is edited by Office Administrator.

Submit items for the Bulletin to the Office Administrator. Preference is given to activities occurring in the upcoming two weeks and those that involve the entire congregation. Because of limited space, the Office Administrator has discretion as to the length and frequency of publication.

SIGNAGE

**Posters and Bulletin Boards.** Posters (8-1/2 x 11 inch or smaller) may be displayed on the bulletin boards, restroom stall doors, and table tops in the Commons.

Use LARGE, BOLD TYPE in an easy-to-read format.

Refer readers to the Grace Notes, eNews, website, or a contact person for detailed information.

Send all posters to the Office Administrator for hanging. Space availability, location, and duration will be at the discretion of the Office Administrator..

PRESS RELEASES

Press releases are used to inform the community of a church-wide event or information about the church or to invite the community to a church event. They are sent to all media outlets by the Office Administrator. See Guidelines for Writing a Press Release. Press releases should be approved by (in order of priority) the minister or the president. Prepare your press release far enough in advance to allow sufficient time for review.

**Office Administrator:**   
Erika Fetterman

SUBMISSION EXAMPLES

**For E-News – 2nd week of December:**

New UU Program

Inquisitive people who want to know more about where we came from and what we stand for are invited to attend the New UU program, designed for both newer church members and those considering church membership. An in-depth introduction to UU history and roots, UU theology and worship, UU Governance, membership and the history of our own church will be covered. Sign up at the Guest Table in the lobby or contact Sarah Rothwell, Coordinator of Congregational Life.

This program will take place from 6:30–8:00 pm on the following Thursdays: February 7th & 21st, March 7th & 21st, April 4th & 8th

**For E-News – 2nd week of January:**

New UU

New UU is a series of six workshops that address important themes in Unitarian Universalist congregational life. Each workshop provides an opportunity for participants to interact and share their own experiences, a process that echoes the Unitarian Universalist commitment to individual theological exploration. Sign up at the Guest Table in the lobby or contact Sarah Rothwell, Coordinator of Congregational Life, for more information.

This program will take place from 6:30–8:00 pm on the following Thursdays: February 7th & 21st, March 7th & 21st, April 4th & 8th

## **Associated Documents**

Example: Finance Policies - F-4 - Sharing the Offering with Charitable Organizations

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