

Tennessee Valley Unitarian Universalist Church	Policy/Procedure: Primary Author – Heather Finney	Document No: PP-018-00 Page 1 of 3
Board of Directors, October 20, 2013		Signature/Date Signed Alan Moore Oct 22, 2013

A. Purpose of this Policy/Procedure

This policy governs the activities and commentary on TVUUC social media applications by volunteers and staff. For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to blogs, video/photo sharing, podcasts, RSS feeds, wiki groups and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, etc. The TVUUC listserves will be managed separately from this policy, and will have their own monitoring teams.

B. Scope

This policy/procedure includes all aspects of the social media activities from the methodology of selecting and approving Social Media Administrators (SMAs) to the guidelines for posting public information.

C. Responsibility

The TVUUC Executive Team has overall responsibility for the Social Media program. Other responsibilities are as identified in this document.

D. Policy Statement

Social Media should be utilized to promote the vision and mission of TVUUC into the local and global communities. TVUUC staff should ensure that all sectors of the church community can be reached via some form of social media, recognizing that many members will be slow to adopt newer forms of communication, and that these forms of communication are constantly evolving. Only Social Media Administrators (SMA) authorized by the Director of Administration will be allowed to post to these media. The SMAs will also have monitoring responsibilities.

The above Policy Statement has been reviewed and approved by the Board of Directors. Board approval is reflected in the minutes of the Board and formalized below by signature of the President of the Congregation. Authority to approve any associated procedure(s) is conferred to the Executive;

Yes No **If “No”, the Board retains authority to approve associated procedures.**

Approved by: Alan Moore, President	Signature/Date Signed Alan Moore Oct 22, 2013
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E. Procedure

1. Selection of Social Media Administrators

- a. Staff members and volunteers will be selected to post and share information as a TVUUC SMA on the various social media sites TVUUC utilizes.
- b. Each SMA will be selected by the Director of Administration.
- c. SMA candidates must possess general knowledge of social media and be an active participant in social media communication.
- d. All SMAs must go through a background check before they are given access to TVUUC's social media outlets and sign an acknowledgment form stating they have read the social media policy.
- e. SMAs must be willing to meet periodically to discuss related issues and new technology.

2. Monitoring

- a. All SMAs must agree to monitor the TVUUC social media outlets for inappropriate comments or data sharing.
- b. Any public comment or data exchange which does not coincide with the Seven Principles of Unitarian Universalism must be deleted or removed from any TVUUC social media site. If a SMA deletes a comment, the Director of Administration must be notified as soon as possible.
- c. Blocking any individual from a social media site is left up to the discretion of the Director of Administration.
- d. SMAs may not open new social media applications without prior approval from the Director of Administration.

3. Posting and Connecting

- a. SMAs must follow the rules and guidelines of all social media outlets.

- b. All SMAs may share or repost information and digitally connect by “liking” or supporting organizations currently partnering with TVUUC, organizations sponsored by the UUA, other UU churches or organizations/individuals approved by the Executive Team.
- c. SMAs are encouraged to post church events, photos of church activities inspiring quotes in line with the Seven Principles of Unitarian Universalism, UUA news and events and positive local media coverage of TVUUC and members and friends of TVUUC.
- d. SMAs may not post any pictures of children under the age of 18 without written parental consent.
- e. Any official statement which represents TVUUC that is posted on the various forms of social media should come from the Senior Minister or designated media representative.