

## **First Unitarian Church of Des Moines**

### **Operating Policies – Facebook**

The church has a “place” page on Facebook. This page is another tool in our communication plan to attract visitors and communicate information as well as to for interested parties to communicate with each other by post comments, web links, photos, etc.

This page is administered by the Communications Coordinator. The following are guidelines for content and use of the church’s Facebook page:

- The page will promote activities occurring at First Unitarian, activities in which First Unitarian members are participating and community events sponsored by the church or church-related groups.
- Other content may include personal comments, photos, web links, etc. from the page administrator and from people who have “liked” the page, with content primarily related to the church, its members and activities.
- The page will include the church’s chalice logo, colors and other graphics consistent with our brand.
- The global end should be prominently displayed as well as contact information for the church and a link to the church website.
- Photos should be of good quality. Any photos of children under 18 years old must have a First Unitarian Church Photo Release form on file with the Director of Religious Education.
- Postings will be frequently monitored by the administrator. Any inappropriate content, language, photos or other postings that do not comply with these guidelines or are not consistent with Unitarian Universalism beliefs will be removed.
- New content will be added by the FB administrator several times weekly.

The tone of any text, audio or video should reflect UU values and the values of this congregation, whether it is original content or a comment on content created by someone else. The content moderation policy posted on our FB page is as follows:

*First Unitarian Church of Des Moines welcomes contributions to conversations on this page and content directly related to First Unitarian and to Unitarian Universalism. Wall posts, comments, photos and other content posted on this page should be relevant to these areas of interest, respectful of the people involved, and mindful of the UUA’s Seven Principles.*

*First Unitarian has the right to delete any inappropriate content from this page, including but not limited to: irrelevant content, redundant content, hateful content, malicious content, uncivil or disrespectful content, attacks or complaints against an individual, financial solicitations, endorsements of a political candidate or party, and content that violates Facebook’s terms of use, code of conduct, or other policies.*

*Postings will be frequently monitored by the administrator. Any inappropriate content, language, photos or other postings that do not comply with these guidelines or are not consistent with the principles of Unitarian Universalism will be removed.*

The page's Administrator(s) will be responsible for monitoring content and have full authority to create, delete and maintain the content, which:

- Is consistent with these guidelines.
- Is consistent with UU principles.
- Avoids slander, libel, violations of copyright, profanity, off-color humor and advocacy of political candidates.
- Does not reveal private, personal information.
- Does not advertise commercial businesses.
- Presents information that is relevant and accurate.
- Concisely includes appropriate information for announcements and is clearly written.
- Is updated timely.