

Policies Governing Content Presented on Emerson's Facebook Page

Proposed by the Emerson Church Communications Committee, June 14, 2010.

Emerson UU Church has created a Page on Facebook called "Emerson Unitarian Universalist Church of Houston". It is a Page, which differs from personal or group Facebook accounts, and is primarily maintained by our Office Administrator for Communications. This Page is another means for Emerson 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 Emerson. While there are many similarities to the Emerson web site, 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 Emerson Page's wall.

This statement sets forth below a number of guidelines for the content on the Facebook Page and likely will be subject to change as the technology changes. Other guidelines will need revision as we gain experience with this medium and learn the most effective use of the technology.

- The majority of the Facebook content will promote activities occurring on the Emerson campus, activities in which members of Emerson church are participating and events in the greater Houston area that are sponsored by Unitarian Universalist churches or UUA affiliated organizations.
- 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 Emerson Church, Unitarian Universalism, members of our congregation, etc.
- The Emerson logo, colors and typefaces should be consistent with the Emerson graphic guidelines and resemble our other media "branding" styles.
- The Emerson Church statement of identity should be prominently displayed.
- The names of the co-ministers should be easily accessible as well as their photos; however, it should be clear that administrator posts are not from the ministers.
- The account owner needs to be registered with an email address like user@emersonhouston.org so that ownership role can be transferred if and when we have personnel changes.
- The contact information for Emerson church should be prominently displayed; links to the Emerson web site, Twitter site, etc. should also be easily accessible.
- The UUA has been notified that Emerson has a Facebook Page and we have asked to be added to any UUA social media directories or resources that are available.
- Photos should be of a presentable quality but this is not as critical as the requirements for photos on the web site or Gathering Place monitors.
- If photos of children are posted they must comply with the photo guidelines contained in the Emerson Church Child Protection Policy.
- Administrators should monitor the Emerson Facebook Page and remove any content that does not comply with the guidelines contained herein; habitual offenders may be banned from further contributions to the Page.
- Posting should be checked for inappropriate content on a daily basis.
- New content should be added by an administrator at least once per week.

In addition to the above guidelines which, as stated, may need revision over time, the following policies will govern the content provided on the Emerson Facebook Page and these policies should not require much revision over time. These are similar to our established guidelines for other electronic media content as well as just basic common sense.

In addition to the Emerson Office Administrator for Communications, one or more representatives of the Communications Committee will be designated as a Facebook administrator and share responsibility for monitoring the content that is presented on Facebook. These persons shall have full authority to create, delete and maintain the content, provided that the content:

- Is maintained within the bounds of these Policies
- Is consistent with the Seven Principles of Unitarian Universalism
- 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 accurate and relevant
- When making announcements, concisely sets out the "Who, What, When, Where, Why, How, and How Much" of all items
- Is written in clear and grammatically correct prose
- Is updated on a timely basis

The person or persons maintaining the Emerson Facebook Page shall report to the Communications Committee, which in turn shall report to the Emerson Board of Trustees.