

UNIVERSITY CHRISTIAN CHURCH

Online Communications/Social Media Policy

Purpose of Church Communications

The vision of University Christian Church

“Living the Good News of Jesus Christ with open minds and loving hearts.”

Our mission statement

“University Christian Church is dedicated to proclaiming the Good News of Jesus Christ through deeply spiritual worship, study, and service. Founded on the campus of Texas Christian University and shaped by our academic heritage, University Christian Church encourages a spirit of openness and freedom of thought. We are called to create a loving and caring community for all people, and work together for justice and peace in our world. Recognizing that our spiritual journeys are all different, we strive to be respectful and inclusive concerning each individual's relationship with God.”

Telling our story is about sharing information about UCC’s worship, ministries, programs, outreach and opportunities for involvement, both to those already part of University Christian Church and to the larger community. The Internet and social media have added new modes of communication, offering a new model for engaging with the congregation and the wider community.

Purpose of this Policy

This policy has two purposes:

- To ensure the best and most efficient use of the resources we use in telling our story—time, talent, and funds—by coordinating our communications efforts to achieve the widest delivery of our message.
- To minimize the risk to UCC’s reputation posed by inappropriate or unauthorized external communications.

The UCC Website

- University Christian Church has one authorized website, www.universitychristian.org, to represent its ministries, events, activities, staff members and congregation.

- Changes to UCC's website can be made only by church staff. Requests for additions and changes to the website must originate with the staff liaisons (minister or administrative assistant) for a particular ministry area.
- The Web and Social Media Coordinator and the Director of Communications work with staff and ministry leaders to ensure the website meets the needs of visitors, members and friends of the congregation with timely, complete and accessible information

Social Media

- If UCC's name is on it, it represents University Christian Church. Posts, photos and other content should be relevant to the life and ministries of University Christian Church and be consistent with our vision and mission.
- Consult the communications staff before setting up a social media account—Facebook page, Twitter feed, blog, or similar interactive media content—associated with UCC.
- There must be at least three administrators with access to any account to ensure that sites are kept up to date and to monitor the interaction occurring on the account. One of the administrators must be either the church's Director of Communication or Web and Social Media Coordinator who will monitor sites for appropriateness, accuracy of content and to ensure a consistent message.
- General guidelines for interacting on social media:
 - Consider every post permanent and searchable. What goes on the Internet stays on the Internet.
 - Keep confidential matters private. Be cautious about disclosing personal information about yourself and others.
 - Observe copyright rules.
 - Think before you post. Social media allows us to disseminate information quickly, but that goes for mistakes as well. Correct any errors as soon as you know about them.

The Church Communications Staff

The church communications staff, our Director of Communications and Web and Social Media Coordinator, are resources for the staff and congregation in visioning and utilizing the web and social media in communicating and building their ministries and programs. They are experienced in translating functional requirements into effective online presence.

Approved, Communications Committee, December 3, 2014
 Approved, Board of Stewards, December 16, 2014