

JRUUC Guidelines for Web-based presence

Developed by Carin Bringelson and Kim Reain

Spring 2016

1) **Website:** <http://www.jruuc.org/>

Main purpose: Act as the official welcome mat about our congregation, its people, and our activities.

Who: Carin; Charlie; Laura Zimmerman

Sub-project: Derek Peterson / Glen Gordon → sermon audio recordings

Sub-project: Jan Gordon → calendar updates

Parts of website:

- a) Calendar
- b) News page / blog posts
- c) Front page with images
- d) Webpages for different aspects
- e)

2) **Facebook**, closed group: <https://www.facebook.com/groups/80162970077/>

“Members and Friends of JRUUC (James Reeb UU Congregation - Madison, WI)”

DRAFTED JULY 2016

This is a group that exists within a larger congregational covenant and strives to serve the mission of JRUUC. This online space parallels the Beloved Community we strive to create at JRUUC offline.

This group promotes posts:

- from group members asking for spiritual support from their Beloved Community (i.e., please hold me in your prayers and thoughts -- my family member just passed away...)
- [about post about/requests for spiritual support or any other spiritual related post/request that enriches and grows our Beloved Community. \(My example sentence but can be word smithed.\)](#)
- about Unitarian Universalism (from such sources such as the uua.org, Standing on the Side of Love {reminder SotSoL is not officially UU}, the UUSC, and MidAmerica Region)
- about James Reeb (either the human being or the Congregation)
- about events hosted at JRUUC and open to the public
- about events that are sponsored by JRUUC or an affiliate of JRUUC (i.e. MOSES, FUS, etc.)
- about JRUUC-related events such as social gatherings or opportunities organized by our various committees and groups

This group does not promote posts:

- which include violent or demeaning videos or language, including hate language, swear words or abbreviations of swear words.
- which are [only](#) links to news about current events -- without some connection to why this is relevant to the mission of JRUUC
- [which include links or remarks that](#) disrespect a candidate [or](#) a political party [as these can be found elsewhere online and in real life.](#)
- [\(My example combining the last two points but can be word smithed.\) {I do wonder about how to write this so we don't exclude all discussion about news events, current events, politics or candidates as there may be social justice/civil rights/humanist relevant sharing that supports our ministry}](#)
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BELOW WAS DRAFTED IN THE SPRING 2016

Main purpose: Allow members and friends of JRUUC to share links and thoughts with one another -- and engage with comments, questions, conversations, etc.

Have as many people as possible participate in the online group and promote thoughtful discussion.

Guidelines for posting on the closed group:

- Posts about JRUUC events/activities/people/place
- Invites people to learn more about UU-ism: UUSC or UUA related
- Posting photos of minors in our congregation is OK because this is a closed group
- Adds to the Virtual Reeb Experience (VRE)
- Promotes "Community" within the walls as well as beyond
- Is about renters who have open invitations
- Is about our share the plate organizations
- Makes a connection to a Reeb conversation, mission, or a UU principle
- Be explicit about your intention for posting: provide context of why you are sharing/ specifically if it involves volunteering or attending an event
- Be invitational and inclusive
- Be explicit in explaining why this link is relevant to this James Reeb UU Congregational group
- Has a connection to a Reeb member's event
- Does not violate any standards to keep JRUUC's [501c3 status](#)
- If posting would bring you solace and/or what breaks our hearts wide open
- People have the option of inviting folks to their personal FB page if more information about a specific topic is needed
- Is this something that would be better posted to your personal webpage? When in doubt about posting, then please refrain from posting.
- Do not share or repost any content from this group that is discussion. (No screenshots.)
- clarification about political announcements/events

Policy:

An administrator might contact you if they believe your post falls outside the above guidelines. Administrators have the right to remove posts that do not follow the above guidelines.

Who participates: Any person on FB who has been added to the group.

Who are the administrators: Carin Bringelson; Kim Reain; Susan Podebradsky; Rev. Karen Quinlan

Guidelines for approving a membership request:

- Are they for real? Or are they a BOT?
- How long have they been on FB?
- Do they already have “mutual friends” at Reeb?
- Feel free to message them, inquiring as to their interest in Reeb and how they heard about us.
- Offer them to “Like” our Official FB page: <https://www.facebook.com/jruuc>

What actions might lead to a FB person getting removed from the group

- Violating the posting guidelines
- Spamming the group with a sales or marketing materials
- Phishing

3) **Facebook Page:** <https://www.facebook.com/jruuc>

Main purpose:

- a) Official business page and face of JRUUC without having to go to the website?
- b) A place to create events?
- c) A place to share information?

Who: Carin; Charlie; Kim Reain

4) **Twitter:** <https://twitter.com/JRUUC>

Main purpose:

Who: Carin; Charlie

5) Are there **other online presence** entities to consider?

Resources

GA Session: Updating Your Web Presence: Tools and Tips:

<http://www.uua.org/communications/ga/social/295762.shtml>

Communications and Social Media:

<http://www.uua.org/communications/index.shtml>

Info on 501c3

From <http://www.uua.org/action/realrules/112250.shtml>

- the organization must be organized and operated exclusively for religious, educational, scientific, or other charitable purposes,
- net earnings may not inure to the benefit of any private individual or shareholder,
- no substantial part of its activity may be attempting to influence legislation,
- the organization may not intervene in political campaigns, and
- the organization's purposes and activities may not be illegal or violate fundamental public policy

Real Rules PDF for 501c3

http://www.uua.org/sites/live-new.uua.org/files/documents/washingtonoffice/real_rules.pdf

Sample FB policy from Emerson

<http://newmedia.blogs.uua.org/files/2010/12/EUUC.FacebookPolicy.pdf>