

Accotink UU Church
Publicity and Advertising Policies

Approved by BOD on February 5, 2020

General Advertising Policy

Planning and advertising of events and activities should be done consistent with the direction provided in the AUUC Event/Activity Publicity Guide and with [AUUC's Calendaring Policy](#).

AUUC maintains several informational platforms, listed below, where members and the public can obtain information about our church and its activities. Content (descriptions of events and activities) will be supplied by the event coordinator (subject to editing by the Communications Team for clarity, brevity, and accuracy).

In order to support the mission of our church and to be fair to all of our members, advertising in AUUC's communications platforms must be limited to activities, events, or other announcements in which the chartered committees and groups of the church have direct involvement, unless otherwise specified below.

Determination of compliance with this policy will be at the discretion of the Communications Team Chair in consultation with the Executive Committee and may be appealed to the BOD if necessary.

Order of Service Weekly Announcements

AUUC church attendees receive a handout as they enter the sanctuary for service each week. The "Order of Service" is the document that outlines the weekly service. The "Weekly Announcements" section is an opportunity for delivering announcements and news to weekly church attendees, including guests. Messages must be brief and timely. The Communications Team determines the items that are included in the printed document each week; events occurring within the upcoming week and new announcements will be prioritized.

Special sections (e.g., half page sheets dedicated to a single event or announcement) will be reserved for very important/timely news or events. The inclusion of such sections is at the Communications Team's discretion.

Pulpit Announcement

Announcements during Sunday service must be related to high-priority events and activities (e.g., events that affect a significant portion of the church). These announcements must be pre-arranged with the Minister and coordinated through the Worship Associate.

This Week at Accotink Email

The *This Week at Accotink* email is a weekly message sent to subscribers with announcements and news related to Accotink UU Church. Events related to the *upcoming week* will be prioritized.

Monthly Newsletter

The AUUC newsletter is published monthly, with a link emailed to congregants and posted on the website. The newsletter must contain important church-wide announcements, and may contain articles or publicity for events and activities of interest to the UU community and related to the mission of the church, subject to the discretion of the newsletter Editor. The newsletter Editor is a member of the AUUC Communications Team.

Social Media

AUUC's public Facebook site, "Accotink Unitarian Universalist Church (AUUC)" is located at <https://www.facebook.com/accotink/>. AUUC's Twitter page is located at <https://twitter.com/AccotinkUU>, and our Instagram page is located at <https://www.instagram.com/accotinkuu>. These are social media sites where members, guests, and seekers can find information about our church. As such, they must be maintained with current content that is relevant to all of these groups. Events, announcements, and other UU-interest posts will be made regularly. This is a representation of our church to the outside community, and all posts will be consistent with AUUC's mission and values. No private information will be posted.

AUUC also has a private, informal Facebook group at <https://www.facebook.com/groups/auuccommunity/>. This private group allows for more informal and personal communication and encourages community discussion. Any member can post items of UU interest, including promotion of events or activities related to the mission of the church, subject to moderation at the group administrator's discretion (e.g., inappropriate or repetitive posts will be deleted). The group administrator is a member of the AUUC Communications Team.

Website

AUUC's public website is located at <http://www.accotinkuu.org>. As a primary source of information for seekers, newcomers, as well as members and guests, this site must be updated regularly. The Events page must list all major upcoming activities with information on how to sign up or obtain additional details.

AUUC Member Directory

AUUC maintains a directory containing the names and contact information of members and friends of the church. The information in this directory is to be used only for church-related pursuits and to further social connection among the church community members. This information is not to be used for solicitation or business ventures, nor may this information be shared beyond the membership of the Accotink Unitarian Universalist Church.

External Signage

No new permanent or temporary signs will be installed on the property without direct approval by the Board of Directors.