

UUCA Communications Policy



The purpose of the Unitarian Universalist Congregation of Atlanta's Communications Policy is to:

- Ensure high quality, consistent, and appropriate communications to all congregants, prospective members, and the outside community.
- Ensure all communications are accurate and appropriate within the context of UUCA's beloved community.

UUCA WEEKLY

UUCA Weekly: This is a weekly email that includes information about Sunday services, UUCA upcoming events, and important announcements. Here you will find everything from next week's sermon to the menu for the Wonderful Wednesday dinner. All are welcome to submit UUCA events and announcements for UUCA Weekly. Priority is given to Sunday Worship, Religious Educations programs, and announcement from the Ministers and Board. Please make all submissions by Tuesday at 5pm using the [Events and Announcements Form](#).

MONTHLY NEWSLETTER

UUCA Monthly Newsletter: The Monthly Newsletter is a short overview of major UUCA events and announcements. Here you will find important Save the Dates on congregational activities like General Assembly and Congregational Meetings, and announcements from key program areas like Religious Education and Social Justice. The content is determined by the Communications Director in consultation with staff, ministers and board. [Read the latest newsletter here](#).

WEBSITE

UUCA Website: This is the best resource for finding out what's happening at UUCA. In the main navigation you can find pages about UUCA staff and board, Sunday Services, Religious Education, Small Group Ministry, our Music Program, and Social Justice. At the bottom of the Homepage, you will find our Event Calendar. All UUCA events and announcements from recognized UUCA groups and programs can be found here. Never miss out on your favorite event by adding events to your personal calendar. To submit your event, please use the [Events and Announcements Form](#).

SOCIAL MEDIA

UUCA Social Media: While events and announcements are posted to UUCA media pages, the goal is represent UUCA and engage folks around our core values. We want our social media presence to declare who we are and what we believe. Given this focus, our priority is communicate messages over information and announcements. On our pages you will find videos our Sunday services, photos of our community members at social demonstrations and service/volunteer activities, and the promotion of large events and gathering. Visit us on [Facebook](#), Instagram, Twitter.

Please contact the Director of Communications at Nicole.Pressley@uuca.org if you have any questions

ORDER OF SERVICE (OoS)

Order of Service: Plan your communication strategy in advance. Due to space restriction in the Order of Service, we strongly advise Ministry Leaders and congregants to plan their communication strategy several weeks (if not months, in some cases) in advance – especially if your promotional item will require website placement, design work, etc. Priority is given to the Board and board committees, Religious Exploration, Worship Team, and Small Group Ministry.

The goal of the Order of Service is to move congregants and visitors into other areas of our community. Our hope is to create a dynamic community online that will foster a friendly environment and allow people to connect with each other and share information, stories, and new ideas. We want congregants, guests and friends to be able to interact online and for them to learn more about our beloved community through our website. Order of Service submissions should be written with the intent to move readers to our online presence to learn more about events, fellowship groups, volunteer opportunities and so much more!

OoS announcements must be brief and to the point. Limit to a headline and 3-to-5 sentences, including contact information. If more space is needed contact our Communications Director to discuss other communication options. OoS advertisements can only run for two consecutive weeks in a row. However, you may run the same article for two weeks in a row, break for one week and then run the article for another two weeks.

There is no guarantee your insert submission will be printed. As much as we would like to print every submission, everything is subject to final approval (based on content and priority) by the Senior Minister and the Director of Communications. If your submission is not approved, please consider the other communication vehicles available.

Deadline for OoS submissions is Tuesday at 5:00 PM. All submissions must be made through the [Events and Announcements](#) form. Submissions are not taken over the phone.

SOCIAL HALL COMMUNITY BOARDS

Social Hall Community Boards: The Community Board(s) is a resource for local information and community activities and events, UUCA provides bulletin board space for posting information for general community interest from congregants and other organizations. All items must be reviewed and posted by UUCA staff or Office Volunteers. Notices posted without authorization will be removed. The Director of Communications has final say on postings. For more information, read the Community Board Guidelines on Page 3.

THE BULLETIN

The Bulletin: The Bulletin is UUCA's new congregational announcement board! It is a place to share information, promote external events or meetings, and check in on UUCA related news. Check out the information below to learn more about [The Bulletin and begin using it today!](#)

PULPIT ANNOUNCEMENTS

Sunday Announcements: Time for announcements during service is extremely limited and therefore reserved for high priority items. Announcements should be submitted to the Ministers no later than 5pm on Wednesday each week. The ministers will select announcements based on the available time and the priority of the announcements. Only announcements that are relevant to the entire congregation will be considered. If we cannot accommodate your announcements, we suggest you use the Community Board located in the Social Hall and The Bulletin (our online announcement board).

Please contact the Communications Director at Nicole.Pressley@uuca.org if you have any questions

POSTERS AND COLOR PRINTING

All color printing should be financed through your group's individual budget line. For your individual budget line, please contact Travis Vaughn.

UNITARIAN UNIVERSALIST CONGREGATION OF ATLANTA BRANDING

Do not alter the design of the UUCA logo. The fonts used include Futura STD Extra Bold and Futura STD. If you need a digital copy of the UUCA logo, please contact the Communications and Marketing Specialist.

The UUCA logo should be displayed on every item intended for external distribution or contribution.

MORE ON THE COMMUNITY BOARDS

The UUCA Community Board are a resource for local information and community activities and events, UUCA provides bulletin board space for posting information for general community interest from congregants and other organizations.

The Community bulletin board may be used for the following types of information:

- Postings of forthcoming educational, social, civic, charitable, cultural or recreational activities.
- Postings by nonprofit organizations, groups, agencies or by any federal, state or local government agency providing services to residents.
- Postings announcing community services and volunteer opportunities.
- Postings advertising educational lessons and instruction.
- Nonpartisan election information, such as provided by the League of Women Voters or by the Secretary of State.

Community bulletin boards may not be used for the following types of information:

- Commercial notices, solicitations, business cards, job postings and retail advertising.
- Personal notices of items for sale.
- Personal solicitations for fundraisers (i.e. walkathons, road races, etc.).
- Materials that support or oppose any political candidate.

Posting Guidelines

All items must be reviewed and posted by UUCA staff or Office Volunteers. Notices posted without authorization will be removed. The Director of Communications has final say on postings.

Due to limited space, UUCA reserves the right to prioritize the items that are posted based on community interest and timeliness of event. Some approved items may not be posted due to space limitations.

Postings larger than 11 inches by 8 ½ inches may not be accepted.

Postings without a specific date may be removed after 10 days if space is needed.

Posting of materials does not imply UUCA endorsement or consent; nor will UUCA accept responsibility for the accuracy of the statements made in such materials.

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