

# CVUU Communications Policy and Procedures

## CVUU Communications Policy

The CVUU communicates to members, visitors, and the general public using a variety of methods, including a Weekly Update email, monthly newsletter, calendar, website ([www.cedarvalleyuu.org](http://www.cedarvalleyuu.org)), public Facebook page ([www.facebook.com/cedarvalleyuu](http://www.facebook.com/cedarvalleyuu)), and private Facebook discussion group ([www.facebook.com/groups/cvuus](http://www.facebook.com/groups/cvuus)). The CVUU Office Administrator is responsible for most CVUU communications. The minister and those in leadership positions also help with communications as needed, in accordance with the current CVUU communications procedures. Members of the congregation, especially those in leadership positions, are encouraged to contribute content to communications such as the Weekly Update email, the calendar, and the monthly newsletter. Contributions to the Weekly Update and the calendar should be sent to the Office Administrator at [administrator@cedarvalleyuu.org](mailto:administrator@cedarvalleyuu.org), and contributions to the newsletter should be sent to the Newsletter Editor at [newsletter@cedarvalleyuu.org](mailto:newsletter@cedarvalleyuu.org). Members of the congregation are also encouraged to participate and post within the private CVUU Facebook group.

Specific procedures related to CVUU communications are subject to change, and current procedures are posted on the CVUU website: [www.cedarvalleyuu.org](http://www.cedarvalleyuu.org) > About > About Us > Leadership and Operations.

When changes are made to the communication procedures, the Office Administrator works with Board president, minister, and others in CVUU leadership as needed to update the communications procedures posted on the website and notify the Congregation of changes.

## CVUU Communications Procedures

The following procedures apply to communications at the CVUU.

- Email list
  - The Office Administrator, working in conjunction with the Membership and Marketing Committee, maintains an address and email list of members, visitors, and associates of the Congregation. These mailing lists and their distribution will be used only for Congregation, MidAmerica Region (MAR), and Unitarian Universalist Association (UUA) communication, and will not be sold or shared with other organizations.
  - The email list is used for:
    - Congregational matters, including Weekly Update emails and the digital distribution of the newsletter, and special announcements of immediate interest to the Congregation.
    - Communicating about organizations endorsed by the CVUU or with which CVUU has an affiliation.
    - The minister's communications to the Congregation.
  - The email list is not used for political statements or solicitation, or for other solicitation or uninvited mass communication.
- Weekly Update email

- The Weekly Update email is a primary, regular method of communication to the congregation that is sent to individuals who have signed up to be on the email list described above.
- As the name implies, this communication is sent once a week. Pertinent information from members of the congregation should be submitted by the end of the day on Tuesday to be included in the current week's Weekly Update, which is sent on Wednesday. Any submissions that are not received by the deadline may be included in the next week's Weekly Update if they are still timely.
- Special update emails may also be sent to the email list from time to time, but only in very rare situations, to be determined by the Office Administrator together with the president and/or minister.
- Newsletter
  - The newsletter is edited and published on an eleven-month basis. There is a June-July issue of the newsletter during the summer months. The newsletter contains a regular column from the minister and the Board president, a description of Sunday Services, and a calendar of services and activities for the upcoming month. Other columns that typically run each issue include: Children's RE, Adult Forums, Green Living, Joys and Sorrows, and Social Action. Upon request, it is sent to friends, members, associates, visitors, other congregations, and the MidAmerica Region.
  - To receive current newsletters as they become available, contact the Office Administrator in the church office at [administrator@cedarvalleyuu.org](mailto:administrator@cedarvalleyuu.org). The newsletter is available in various formats: by email from the office; in paper form at the church; or a paper copy can be mailed via USPS upon request.
  - Submissions of articles are due on the Friday before the next to the last Sunday of the month to the Newsletter Editor and should be emailed to [newsletter@cedarvalleyuu.org](mailto:newsletter@cedarvalleyuu.org). Calendar submissions for the month are due to the Office Administrator by the Wednesday before the newsletter deadline and should be emailed to [administrator@cedarvalleyuu.org](mailto:administrator@cedarvalleyuu.org).
- Calendar
  - The CVUU calendar is prepared by the Office Administrator.
  - All events of committees or open CVUU groups, whether they occur on- or off-site, should appear on our calendar. All events of closed CVUU groups that occur on the CVUU property should also appear on our calendar, to avoid scheduling conflicts in the building.
  - To be published in the paper calendar that goes with the newsletter, CVUU leaders should submit all events by email to the Office Administrator by the above stated deadline. If an event is not planned by the deadline, it should still be scheduled with the Office Administrator and added to our public Google Calendar.
  - The Google Calendar is available for viewing at all times by members, visitors, and the public and is the most accurate and up-to-date source of scheduled CVUU events. At the time of this publication, the calendar can be found at [www.cedarvalleyuu.org/news/events](http://www.cedarvalleyuu.org/news/events).
- Website
  - The CVUU website is [www.cedarvalleyuu.org](http://www.cedarvalleyuu.org).
  - The Office Administrator is the webmaster.
  - CVUU members, especially those in leadership positions (e.g. council and committee leaders and Board members), are encouraged to notify the Office Administrator if they notice

content on the website that is outdated and provide phrasing suggestions for updated information.

- CVUU Facebook Page
  - The public CVUU Facebook Page is like an online “flyer” for the public, and is available at: [www.facebook.com/cedarvalleyuu](http://www.facebook.com/cedarvalleyuu). Make sure to “Like” our page and visit it at least once a month (or more) so that it will continue to show in your Facebook feed. The Office Administrator and minister manage the CVUU Facebook Page, and the minister also monitors the page, especially when the Office Administrator is off duty.
- CVUU Facebook Discussion Group
  - The private CVUU Facebook Discussion Group is for in-church discussion, and is available at: [www.facebook.com/groups/cvuus/](http://www.facebook.com/groups/cvuus/). Make sure to request to “Join” our group and visit it at least once a month (or more) so that it will continue to show in your Facebook feed. The Office Administrator and minister moderate the CVUU Facebook Discussion Group, but most content is created by members of the community.
  - Each person who requests to join the CVUU Facebook Discussion Group will be asked to affirm the following covenant, which is available as a pinned announcement in the group: *This is a space for members and friends of the Cedar Valley Unitarian Universalists in Cedar Falls, Iowa, to gather in online community. All those who join here in beloved community agree to abide by this covenant, and those who breach the covenant will be asked to make amends or, if amends cannot be made, will be removed from the group. We gather together in the spirit of love. Acknowledging the inherent worth and dignity of one another, we engage in respectful discourse and refrain from ad hominem attacks of any kind. We hold no space for trans antagonism, heterosexism, racism, sexism, misogyny, transmisogyny, ableism, classism, fat-shaming, or any other dehumanization of others based on identity. When we disagree, we disagree with respect and kindness.*
- Other Social Media Platforms
  - YouTube: The CVUU’s YouTube channel is managed by the Office Administrator and is primarily a means to distribute the messages from the CVUU Sunday services. The YouTube channel can be found here: [www.youtube.com/channel/UCviUwjmU201i68TLgSGLmmg](http://www.youtube.com/channel/UCviUwjmU201i68TLgSGLmmg).
  - Instagram: The CVUU’s Instagram, much like the Facebook page, is a public flyer for the CVUU. It is managed by the Office Administrator and can be found at [www.instagram.com/cedarvalleyuu/](http://www.instagram.com/cedarvalleyuu/).
- Sunday Messages Podcast
  - Some of the messages from Sunday services are published through the Sunday Messages Podcast. The minister and Office Administrator work together to select messages for the podcast. The Office Administrator hosts and edits the podcast. It can be found through most major podcast distributors, and more information can be found on our website: [www.cedarvalleyuu.org/sunday-services/sermon-recordings/](http://www.cedarvalleyuu.org/sunday-services/sermon-recordings/).
- Mail and Interoffice Mail
  - The mailing address of the Congregation is: 3912 Cedar Heights Drive, Cedar Falls, IA 50613.
  - Each member of the Board, the minister, council, and committee chairs have an “in box” for the receipt of reports, mail, messages and other communications related to their positions within the Congregation. The mailbox is currently located on the second floor, opposite the

balcony. It is the responsibility of the minister, Board members, and council/committee chairs to check their respective mailboxes on a regular basis.

- Directory
  - The CVUU directory is designed to provide information for personal communication among church members and other people associated with the Congregation. It is designed for convenience when conducting church business. This information is not designed for solicitation or uninvited mass communication.
  - The Office Administrator oversees the development of the CVUU directory.