

OUUC Communications Guidelines We are committed to our vision and mission.

OUUC envisions a loving, just, and healthy world. We Welcome and Wonder, Embrace and Empower, Bridge and Become. We will prioritize our communications vehicles based on relevance to our mission. Please see the attached matrix to determine where your communication falls.

We are committed to excellence.

It is suggested that all published communications (whether electronic or printed, videos, emails, posters), and the posting and distribution of these items at church or in the larger community, follow the OUUC Communications Guidelines. All communication must be approved by OUUC Staff.

Guidelines for text and graphics include the following:

- Information should be simple, clean and concise. Announcements should limit verbiage to date, time, location, and a brief description and/or direction for additional information (2 sentences or less suggested). The Communications Teams or Staff may edit content or graphics.
- Approved references – Please refer to the church as “OUUC” on internal only announcements and “Olympia Unitarian Universalist Congregation” on any external communication.
- Graphics – Backgrounds, borders and pictures must be of high quality.
- Brochures and handouts - All should include the following: OUUC name, street address, website address, and publication date.
- Pictures or videos of people – Only stock photos or videos that are properly licensed, identifiable images of people in our church community (those adults who have not opted out, those children whose parents or guardians have given permission), or unidentifiable images of people are used.

We are committed to effective and focused communication.

Too much information is just as ineffective as too little. We will use discretion as to how many announcements we will publish and what methods we will use.

We are committed to timeliness of information.

Please submit announcements via our website form - <http://ouuc.org/getting-connected/forms/>. The deadline for the Tuesday email blast is Tuesday at 11:00 am.

OUUC Communications Matrix

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<u>Qualifiers</u> Affects only a unique and specific group (e.g. AV volunteers, the Social Justice Team)	<u>Sample Events</u> Individual Team meetings Small Group Outings	<u>Suggested Methods</u> Personal Conversation Personal Facebook Page Phone, Email or Text Realm Group Communication
Group		
<u>Qualifiers</u> Affects a larger group but is still specific to certain interests and demographics (e.g. Book Group, Men's Coffee Group)	<u>Sample Events</u> Sewing Group Activity Voice Class Special Event Thank You	<u>Suggested Methods</u> <i>All aforementioned PLUS:</i> Email Blast Table Display Flyers Brochures Bulletin Board
Church-Wide		
<u>Qualifiers</u> Direct link to Mission Affects the entire church	<u>Sample Events</u> Stewardship Drive Small Group Sign-Ups Worship Series Promotion Congregational Meeting	<u>Suggested Methods</u> <i>All aforementioned PLUS:</i> Website Periodical Publication Direct Mail Facebook/Twitter Post Commons Video Signs/Banners Local Media (if newsworthy)
Larger Community		
<u>Qualifiers</u> Community events of interest to OUUC members and closely associated with OUUC's mission	<u>Sample Events</u> Pride Day Initiative Signature-Gathering	<u>Suggested Methods</u> Bulletin Board Email Blast
Personal		
<u>Qualifiers</u> Information about individuals or families	<u>Sample Announcements</u> Upcoming Surgery	<u>Suggested Methods</u> Personal Conversation Caring Friends Email Joys and Sorrows
<u>Qualifiers</u> Personal announcements	<u>Sample Announcements</u> Buy/Sell/Trade Housing Needed Graduation Announcement Thank You	<u>Suggested Methods</u> Personal Conversation Bulletin Board