

SOCIAL MEDIA POLICY

Social media constitute powerful tools for the dissemination of logistical information and ideas that are critical to the operations and development of the Unitarian Society of Ridgewood (USR). In accord with our Covenant the USR needs to encourage responsible use of these media according to clearly-defined protocols. ***In this context the Unitarian Society of Ridgewood (USR) retains exclusive rights to the use of its name and prohibits the use of its name for the creation or designation of any social media site, network, list or other similar group except for the currently constituted [name all USR sanctioned sites].*** It is the policy of the USR to:

- 1. Require that all communication via USR-sanctioned social media be in keeping with the USR Covenant.**
- 2. Posts related to social justice issues must be consistent with the official positions of the USR on such issues. Remember, USR-sanctioned social media are the “face and voice” of the USR.**
- 3. USR-sanctioned social media must not be used for private advertising or political purposes. Violation of this policy could jeopardize USR’s non-profit status.**
- 4. Only the Administrator(s) of a USR-sanctioned social medium may post photographs on that medium. No persons depicted in such photographs will be identified without their prior written consent. In the case of a child, the parent(s) or legal guardian(s) must consent as provided above.**
- 5. USR-sanctioned social media must be conducted in accordance with copyright and intellectual property law.**
- 6. Communicating via USR-sanctioned social media as the “voice of the USR”, whether explicitly or implicitly can only be done by those members of the Congregation who have been designated by the Board of Trustees to represent the official positions of the USR to the community at large.**
- 7. To the extent that groups operating within or affiliated with the Society establish social media sites, networks, lists or other similar groups it is understood that such entities are the sole responsibilities of the individuals who create them. While the Unitarian Society of Ridgewood encourages such groups to operate within the spirit of these guidelines it is not responsible for monitoring the conduct or content of same.***

It is understood that this policy will require more detailed guidelines for implementation and revision, as social media are developing and change rapidly. The Administrator(s) of USR-sanctioned social media are hereby designated as responsible for the development and revision of these guidelines.

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