

## Getting the Word Out

Here are the various communications vehicles we use at UUCM, plus some tips on how to create and submit effective content.

### TIPS:

- Keep your message short and to the point. If newsletters get too wordy, people may stop reading them all the way through and never see all the news.
- When possible, use bullet points to easily convey your message.

### UUCM Website (<https://uucm.org/>)

The Communications Team maintains the website, which includes a wide variety of information about UUCM for visitors as well as members and friends. There are orange Quick Links to popular pages in the left margin, and there is a handy Search button. Most content is public, but there is also a secure Members-only section. If you have feedback or need help registering, contact the Communications Team at [commteam@uucm.org](mailto:commteam@uucm.org).

### UUCM Calendar (<https://uucm.org/full-calendar/>)

Check the calendar for all events at UUCM. To submit an event, send email to [office@uucm.org](mailto:office@uucm.org) with the word “Calendar” in the subject line. Include a short description and provide contact info. If you provide a recurring meeting, be sure to let Jamie know when there are exceptions or when the recurring event ends.

### Monthly Newsletter

- Prepared by the Comm Team, emailed to members, and made public on the UUCM website (<https://uucm.org/newsletters/>).
- Send news & events for the next month to [news@uucm.org](mailto:news@uucm.org) by the 20<sup>th</sup> of the month.
- This is where to send “Save the Date” announcements so that people can plan ahead.
- No personal contact info (other than names) is included in this newsletter.

### Weekly Update

- Prepared by Jamie and sent on Fridays. Not made public on the website.
- Jamie gleans the week’s events from the Monthly newsletter and the calendar, plus info about the next worship service. If you have new info that must be conveyed this week, send it to [office@uucm.org](mailto:office@uucm.org) by noon on Thursday.

**Sunday Announcements** – Jamie typically copies events from the Weekly Update to post at the beginning of virtual services or to include as a program insert for in-person services.

## UUCM on Facebook

We have several Facebook pages for different purposes:

- **Top level page (Public)** <https://www.facebook.com/uucm.nh/> – Mainly used to provide a preview of upcoming services and church events. Content is posted by Admins. If you think your content falls into this category, send it to [news@uucm.org](mailto:news@uucm.org).
- **Subgroups for UUCM:** <https://www.facebook.com/uucm.nh/groups> - All members of these groups can share on the group page. It's a good way to share information on an ad hoc basis. Membership numbers cited are as of 9/26/21.
  - **UUCM Interactive MEMBERS Group (Private)** – 74 members - Quite active. <https://www.facebook.com/groups/483982655818770> - Members of this page can post topics for discussion or items related to happenings in the local community or UUism in general.
  - **UUCM Interactive FAMILIES Group (Private)** – 56 members – Not very active. <https://www.facebook.com/groups/104507459892552> - Posts on this page are primarily of interest to families, especially those with children.
  - **Reading for Change with UUCM (Private)** – 53 members – Intermittently active <https://www.facebook.com/groups/936966763322534> - This page shares books relating to the seven principles of UUism that people are reading and discussing, formally or informally.
  - **Climate Action Taskforce (CAT) at UUCM (Private)** - 36 members <https://www.facebook.com/groups/1105018803177770> - A page to share events, tips, and info related to how we can, collectively or as individuals, do our part to minimize climate change. Activity has been minimal during COVID.

## Church Bulletin Boards

There are bulletin boards in Barnum Hall and outside the kitchen where news of general interest or information about upcoming events can be posted.