

I. Introduction & Overview

This manual provides an overview of the many forms of communication Little River UCC uses to reach both external and internal audiences, with diverse needs and interests. It provides specific information about how church leadership and staff can use the various communications tools most effectively. It also discusses communications tools available to church members to communicate among themselves about matters related to the church.

Appendices to this Manual discuss general principles of effective communications, general guidance particular to Little River UCC, and LRUCC's Internet and Publication Privacy Policy.

a. Types of Communications Tools

- i. Website (www.lrucc.org) – This is the most significant communications tool to reach external audiences, but also contains both timely and reference information for use by church members.
- ii. Electronic communications for internal audiences – **Current Tidings** provides information about upcoming programs and activities. **Thanksgivings and Concerns** shares prayers lifted up in the Sunday worship. Both are issued weekly. **Alerts** is used as needed to convey significant, time-sensitive information.
- iii. Mailed communications – **Current Reflections** is a monthly newsletter with articles to stimulate reflection, provide some personal information (e.g., new member background), and highlight significant upcoming programs. **Specific mailings** are occasionally used to make significant announcements or to emphasize a particular opportunity.
- iv. Social and digital media accounts (**Facebook Page, Twitter, Instagram, YouTube, Nextdoor, Google Business**) – Multiple social and digital media platforms are used to reach both external and internal audiences. A private **Facebook Group** allows for dialogue among church members and friends.
- v. Communications at church – (Oral and written communications during worship services; written materials in literature racks; bulletin boards, posters, and hall displays; external and internal signage, and the physical condition of the building and grounds) – All these are used to communicate with internal audiences and any visitors who come to the building.
- vi. Realm – An on-line internal communications tool in the process of being implemented at LRUCC. As such, specific applications are just being developed
- vii. E-mail addresses (...@lrucc.org and E-distribution lists) – These exist for specific individuals or interest groups. Many of these may get incorporated into *Realm* as that is further developed at LRUCC.

b. Best Tools to Convey a Message – (It is often appropriate to use multiple means to convey a particular message.)

- i. Portray LRUCC to external audiences – Website, banners and signage by highway, social media

- ii. Portray LRUCC to visitors in the building – Material in pew racks and literature racks, hall displays, bulletin boards.
- iii. Announce upcoming programs and activities – *Current Tidings*, worship bulletins, oral announcements, posters, banners by highway, website (calendar), social media
- iv. Foster community within LRUCC – Thanksgivings & Concerns, *Current Reflections*, *Alerts*, Facebook Group, *Realm*
- v. Facilitate communications within an interest group or organization – *Realm*, e-distribution lists.
- vi. Announce significant matters, initiatives, or upcoming events – Mailed letters, *Current Tidings*, oral announcements
- vii. Provide reference material regarding LRUCC – Website (“LRUCC Nuts & Bolts”), *Realm*, LRUCC brochure

II. Details

- a. **Website** (www.lrucc.org)
 - i. **Purposes – External:** The website address is widely advertised, so serves as the principal source of initial information about LRUCC to the general public. As such it:
 - 1. Conveys an impression of LRUCC – theological, demographic, and principal current interests
 - 2. Provides additional information about worship and other programs or activities that might be of interest and invites participation.
 - 3. Provides essential information about location, schedules, and contacts
 - ii. **Purposes – Internal:** The website is also the primary source of reference information for the local congregation. Key portions in this regard include:
 - 1. Calendar – A real time listing of programs and activities in the church building (sponsored both by LRUCC and by external users of the building) and also of LRUCC-sponsored activities other than in the church building.
 - 2. “LRUCC Nuts & Bolts” – Practical operational and reference material
 - iii. **Responsibility:** Communications Coordinator, with guidance by the Communications Committee, if needed.
 - iv. **Basis of content:**
 - 1. Boards and Committees are responsible for information in their areas of cognizance and should review their pages at least quarterly to keep information up-to-date and relevant. Proposed revisions should be submitted to the office or the Communications Coordinator.
 - 2. Real time information (e.g., calendar) updated automatically by the office staff.
 - v. **Comments:**
 - 1. Members street addresses, personal e-mail addresses, phone numbers, or other personal information are never included on the website.
 - a. Church e-mail addresses (e.g., position@lrucc.org, name@lrucc.org) may be used

2. Individually recognizable photographs of church members and others may only be included on the website if those in the photograph have a photo release form on file. (Photo release forms are available on the LRUCC website in the Nuts & Bolts section.)

b. **Internal Electronic Communications**

i. ***Current Tidings***

1. **Purposes:**

- a. Provide brief overview of upcoming Sunday worship service and timely reminders of other upcoming, programs, and activities
- b. Provide headlines with clickable links to other church news, such as stewardship updates, upcoming church-related appeals, or wider-UCC positions.
- c. Provide “save the date” information for major activities in two to six weeks in the future, with clickable links to get more information
- d. Provide links to summaries of recent Board and Committee meetings.

2. **Audience:** All church members and “friends” with e-mail addresses on file.

3. **Frequency & Timing:** Weekly on Friday. Submittals of proposed information should be no later than noon Wednesday before the Friday issue date.

4. **Responsibility:** Communications Coordinator, based on information available in the office

5. **Basis of Content:**

- a. Boards & Committees should submit draft text for any programs or activities they want to highlight – up to six weeks in advance; no later than noon on Wednesday before the Friday publication date
- b. Boards & Committees should submit to office@lrucc.org brief summaries of meetings held in order to keep the congregation informed.

ii. ***Thanksgivings and Concerns***

1. **Purpose:** To convey thanksgivings or concerns lifted up during the Sunday worship service or otherwise received by the Pastors.

2. **Audience:** All church members and local “friends” with e-mail addresses on file. Also available to former LRUCC members, upon request to the church office.

3. **Frequency & Timing:** Weekly, usually on Tuesday

4. **Responsibility:** Communications Coordinator

5. **Basis of Content:** Information is provided by a Pastor or Deacon and is reviewed by a Pastor before publication.

iii. ***Alerts***

1. **Purpose:** To promulgate significant time-sensitive information, such as:

- a. The death of a member – particularly when a memorial service or funeral is scheduled within the next two weeks,
 - b. A significant facility condition that affects imminently scheduled activities.
 - 2. **Audience:** All church members and local “friends” with e-mail addresses on file
 - 3. **Frequency & Timing:** Intermittently, as needed
 - 4. **Responsibility:** Pastor
 - 5. **Comments:** The office staff can also issue, upon direction from a Pastor or Moderator
 - c. **Mailed Communications**
 - i. **Current Reflections**
 - 1. **Purposes:**
 - a. Include “thought” pieces, often by a Pastor, to stimulate reflection or provide deeper insight into a given situation
 - b. An opportunity for Boards and Committees to provide additional background for programs and initiatives
 - c. Introduce new members to the congregation by using brief bios
 - 2. **Audience:** LRUCC members and friends.
 - 3. **Frequency & Timing:** Monthly. Proposed content should be submitted by the second Tuesday of each month for publication near the start of the next month.
 - 4. **Responsibility:** Communications Coordinator
 - 5. **Comment:** *Current Reflections* is not suited for publication of non-LRUCC events, except those that are co-sponsored by LRUCC or are otherwise of special interest to the congregation.
 - ii. **Specific mailings**
 - 1. **Purposes:**
 - a. Used for announcements of special significance
 - b. Used to distribute key materials (e.g. stewardship, special offering)
 - 2. **Audience:** Depends on the subject – it could be either (a) all LRUCC members, or (b) the local LRUCC worshipping community (members and friends)
 - 3. **Comments:** - Use the LRUCC bulk mail permit whenever possible

d. **Social and Digital Media**

- i. **Social Media – Public-Facing – General:** LRUCC uses several social media platforms to communicate messages both to internal audiences and to the wider community. Each posting does not attempt to convey the entire scope of LRUCC, but focuses on a particular subject. Because different postings occur periodically, followers are exposed to different aspects of our church life and interest

The various platforms differ in details of content and frequency, but have the following common characteristics.

1. **Purposes:**
 - a. For external audiences, announce our presence and convey some aspect of our character.
 - b. For internal audiences, provide an item of general interest, perhaps from the wider church, or highlight a particular LRUCC program or initiative.
2. **Audience:** Both external and internal. Anyone may happen to encounter a posting. Anyone who “likes” our presence on the platform will be notified of each new post.
3. **Frequency:** Somewhat variable, dependent on availability of content and staff effort.
4. **Responsibility:** Communications Coordinator
5. **Basis for Content:** The Communications Coordinator uses all available materials for subject matter and welcomes suggestions for content from Boards, Committees, or other LRUCC organizations.
6. **Comment:**
 - a. For most, only the church office (usually the Communications Coordinator) can create posts, although others can comment on, like, or share the posts.
 - b. These platforms can be a tool for members to spread the word about LRUCC by liking, sharing, or commenting on posts.

- ii. **Social Media – Public-Facing – Individual Platforms –** These social media platforms and their unique characteristics are:

1. **Facebook Page:-**
 - a. **How to Find:**
 - i. Click on the Facebook icon in the footer of the LRUCC website, or
 - ii. Search on facebook.com for “Little River United Church of Christ”, “Little River UCC”, or “LRUCC”.
 - b. **Characteristics:**
 - i. A robust platform providing basic information about LRUCC

- ii. Periodic posts with new information. Previous posts are readily seen also. Any viewer can “like” or comment on posts.
- iii. Opportunity for individuals to “rate” and comment on Little River UCC
- iv. Opportunity to see which of your Facebook “friends” has liked or commented on the page.
- c. **Frequency & Timing:** New posts are generated three times a week (Mon, Wed, Fri), time permitting.

2. **Twitter:**

- a. **How to Find:**
 - i. Click on the Twitter icon in the footer of the LRUCC website, or
 - ii. Search on twitter.com for “Little River United Church of Christ”, “Little River UCC”, or “LRUCC”.
- b. **Characteristics:**
 - i. Posts provide short (280-character maximum) announcements, usually of upcoming events. Other recent posts can be seen also.
 - ii. People who “follow” LRUCC are notified of new posts.
- c. **Frequency & Timing:** Generally, once a week, not on a regular day but depending on opportune subject matter and staff availability.

3. **Instagram:**

- a. **How to Find:**
 - i. Click on the Instagram icon (looks like a camera) in the footer of the LRUCC website, or
 - ii. Search on Instagram.com for “Little River UCC”, or “Little River United Church of Christ”. {Note: Searching for “LRUCC” gets something that is not our church.}
- b. **Characteristics:** Provides a visual representation of LRUCC.
- c. **Frequency:** No set schedule or frequency.
- d. **Comment:** Since the website uses some “stock” pictures, clicking on the Instagram icon in the website is a good way for someone considering LRUCC to see a photo gallery of real LRUCC pictures.

4. **YouTube** – LRUCC’s use of YouTube is new, with applications being developed.

- a. **How to Find:**
 - i. Click on the YouTube icon (looks like the “play” button for a video) in the footer of the LRUCC website, or
 - ii. Search on YouTube for Little River UCC, or its variations.
- b. **Characteristics:**

- i. Provides an opportunity to stream videos (e.g., worship services) in real time
 - ii. Previously posted videos are also available for viewing.
 - c. **Frequency:** No set schedule or frequency at present. New videos are announced by other means.
 - d. **Comments:**
 - i. Although only the church office can create official posts from the church, any post with "Little River United Church of Christ", "Little River UCC", or "LRUCC" in the title will appear in a search that includes those words, regardless of who creates it.
 - ii. There is a possibility for viewers of a real-time video to post chat messages that will be seen by other viewers during the live stream or can be viewed during a replay.
 - iii. Unless the viewer stops the video at the end, YouTube will begin showing another video that their algorithm has matched in some way to the video just watched. Such a video may or may not be desirable.
- 5. **Nextdoor** – LRUCC has a Nextdoor account
 - i. **Characteristic:** Nextdoor is a social media chat platform available to anyone with an address within a defined neighborhood. People in the immediate neighborhood of the church who have a Nextdoor account are notified of new posts.
 - ii. **Frequency: As appropriate.** No set schedule or frequency.
 - iii. **Comment:** This is a prime opportunity to reach the external audience of our immediate neighbors since the audience for Nextdoor is geographically limited; thus, suggestions from Boards and Committees promoting events or activities of interest to an external audience are welcome.
- iii. **Social Media - Restricted Access**
 - 1. **Facebook Group** – LRUCC also has a private Facebook "group", limited to LRUCC members and friends.
 - a. **Purpose:** A virtual coffee hour. Anyone in the group can post on any subject or comment on others' posts.
 - b. **Audience:** Any member of the group.
 - c. **Responsibility:** Moderated by the Communications Coordinator and Pastors
 - d. **Basis for Content:** There are published guidelines on the content. Posts or comments that do not comply with those guidelines will be deleted.

- e. **Comments:** Anyone on Facebook can see that this group exists, but not see any of the content. In order to join the group, one must submit a request to office@lrucc.org.

iv. **Other Digital Media**

- 1. **Google Business Page** – LRUCC has a Google Business Page. The Google Business Page is the pane that shows as part of the screen when someone searches for Little River UCC on Google.
 - a. **Characteristics:**
 - i. This shows basic information editable by the church (e.g., location, contact, hours) and also shows information gleaned by Google from other sources (e.g., upcoming events, typically popular times)
 - ii. There are links to the LRUCC website, Facebook page, and Twitter account.
 - iii. There is an opportunity for the church to post updates, including specific announcements.
 - iv. There is an opportunity to people to review the church
 - b. **Comments:**
 - i. This provides a quick snapshot of LRUCC to anyone who may find the church on Google.
 - ii. This is an evangelism opportunity that we could use, namely by reviewing LRUCC, particularly with comments that make LRUCC sound appealing.

e. **Communications at LRUCC**

i. **Worship Bulletins**

- 1. **Purposes:**
 - a. The order of worship
 - b. Brief announcements of LRUCC events of general interest two weeks or less in advance.
 - c. List of LRUCC calendar events for the next seven days (with time and, if known, room)
- 2. **Responsibility:**
 - a. The worship leader is responsible for the order of worship. The office staff is responsible for the announcements and calendar listings.
 - b. Boards and Committees can submit to office@lrucc.org drafts of announcements to be included in the bulletin.
- 3. **Timing:** Suggestions for announcements should be submitted by noon Wednesday.
- 4. **Comments:**
 - a. The bulletin is not suited for publication of non-LRUCC events.

- ii. **Oral Announcements** – [*This section is under development.*]
- iii. **Pew Racks** – [*This section is still being finalized.*]
 - 1. **Purpose:** Provide materials to those in worship, including:
 - a. Offering envelopes for regular or special offerings
 - b. Cards for worshippers to indicate regular giving by other means
 - c. Prayer request cards
 - d. A card to capture visitors' contact information
 - 2. **Responsibility:** The Sexton checks the pew racks in preparation for worship services
 - 3. **Comments:** The size and design of the pew racks does not readily accommodate the number of items currently stocked.
 - a. A discussion of whether and how to resolve this could be appropriate.
- iv. **Literature Racks** – [*This section is still being finalized.*]
 - 1. **Purpose:** Display and provide reference materials to the congregation and visitors, including:
 - a. The general LRUCC brochure and any other current topical brochures (see separate item, below)
 - b. The most recent Sunday worship bulletin
 - c. Current LRUCC program materials
 - d. Literature from other organizations supported by or partnering with LRUCC – as space permits
 - 2. **Responsibility:** The Evangelism Committee of the Board of Deacons has overall responsibility for the contents of the literature racks.
 - 3. **Timing:** The ushers for the Sunday worship service are responsible for putting six to ten bulletins in the narthex literature rack each week.
 - 4. **Comments:**
 - a. The contents of the atrium and the narthex literature racks should be periodically reviewed to remove obsolete materials.
 - b. Another literature rack within the church office is available for copies of materials intended solely for an internal audience.
- v. **Brochures** – [*This section is still being finalized.*]
 - 1. **Purposes:** Provide a brief overview of LRUCC, or one of its specialized initiatives, in a form convenient to take or share with others
 - 2. **Responsibility:** The Communications Committee is responsible for the LRUCC brochure. Other Boards or Committees may also develop brochures to promote a particular initiative.
 - 3. **Timing:** There is no specified timing. However, Boards and Committees should periodically review their brochure(s) to ensure they are current and relevant.

4. **Comments:**
 - a. The brochures are usually professionally printed, in color, frequently in a handy tri-fold format.
 - b. The LRUCC brochure is convenient to be given to visitors to the church.
 - c. A brochure discussing the General Endowment Fund is a recent example of another use of a brochure. The target audience of this is mostly internal, but it is also useful to give to non-members attending a memorial service if the Endowment Fund is mentioned as a vehicle for memorial gifts.
- vi. **Bulletin Boards – [This section is still being finalized.]**
 1. **Purpose:** Provide tastefully displayed information to both visitors and members about a range of subjects including:
 - a. Display announcements of opportunities to participate in fellowship, service, or mission-related activities of LRUCC.
 - b. Display background information to provide context for LRUCC programs.
 - c. Share items of note regarding current or former members of LRUCC
 - d. Display announcements from non-LRUCC organizations supported by or partnered with LRUCC, if space permits.
 2. **Responsibility:** To be determined – Communications Committee? ... Arts Committee? ... Evangelism Committee of the Board of Deacons?
 3. **Timing:** Materials should be reviewed and adjusted weekly for relevance and timeliness
 4. **Comments:**
 - a. There are multiple bulletin boards in the church building. The main one, now in the main hall, used to be in the social hall That move was made without consultation with the Communications Committee, ostensibly responsible for it.
 - i. Another bulletin board, in the hallway by the kitchen, has been designated for postings that do not meet the criteria for the main bulletin board, such as offering services performed by LRUCC members.
 - b. The previous version of the Communications Manual had an extensive section about the main bulletin board and the guidelines for its use. That's worth reviewing to see the extent to which we want to try to use those now. We should then socialize what we decide with others in the church with a vested interest in the bulletin board before finalizing updated guidelines.
- vii. **Posters – [This section is under development.]**

- viii. **Hall Displays** – [*This section is still being finalized.*] Hall displays offer another view of the congregation, the many programs and missions of the church, and other thematic areas that appeal to both members and visitors.
 - 1. **Purpose:** Provide a visual display with a thematic focus in the main hall. Displays include art work by members, friends, and others in the community.
 - 2. **Responsibility:** The Arts Committee
 - 3. **Timing:** Displays are rotated every few months, but not on a predetermined schedule.
- ix. **Signage** – [*This section is under development.*]
- f. **Realm** – [*This section is under development.*]
- g. **E-mail**
 - i. **Public “[position, name, or group]@lrucc.org” e-mail addresses** – [*This section is still being finalized.*]
 - 1. **Purpose:** Allow communication by e-mail to key staff or volunteers in the church without exposing their personal e-mail contact information.
 - 2. **Responsibility:** The Communications Coordinator can establish or edit these addresses.
 - 3. **Timing:** These are established or edited as needed, upon request
 - 4. **Comments:**
 - a. Anyone can send an e-mail to these addresses.
 - b. The current list of such addresses is:
 - i. To individuals
 - 1. david@lrucc.org
 - 2. alexis@lrucc.org
 - 3. kathy@lrucc.org
 - 4. roberta@lrucc.org
 - 5. moderator@lrucc.org
 - 6. treasurer@lrucc.org
 - ii. To groups
 - 1. pastors@lrucc.org – all pastors on staff
 - 2. office@lrucc.org – Office Administrator, Communications Coordinator
 - 3. Accountant@lrucc.org – Treasurer, Assistant Treasurer, Comptroller, bookkeepers
 - 4. nanda@lrucc.org – The entire Nominations & Appointments Committee
 - ii. **Other E-mailing Lists** – [*This section is still being finalized.*]
 - 1. **Purpose:** Facilitate e-mail communication within various groups at LRUCC.
 - 2. **Responsibility:** The Communications Coordinator can establish or edit these lists.

3. **Timing:** These are established or edited as needed, upon request

4. **Comments:**

- a. These are in the form of “[**group**]@lrucc.org” (e.g., council@lrucc.org, deacons@lrucc.org, choir@lrucc.org)
- b. Only members of the group can send e-mail directly to these lists. Other attempts to send e-mail to these addresses will go to a designated monitor, usually the Communications Coordinator, who will determine whether to release the e-mail to the group.
- c. It is expected that the use of these lists will mostly phase out as **Realm** (see above) becomes more widespread at LRUC.

h. **Internal Documents** – There are other documents that are not publicly disseminated but are available to LRUC members upon request. These include:

- i. Minutes of Boards and Committees
- ii. Treasurer’s reports
- iii. Employee Handbook

Appendices

- A. Principles of Effective Communications
- B. LRUC-Specific Policy & Guidelines
- C. Internet and Publication Privacy Policy

Appendix A - Principles of Effective Communications

There are several features to employ to improve the effectiveness of any communication. These apply whether the communication is oral, written, graphical, or electronic,

A.1. Think about and know:

- a. Your purpose – What are you trying to communicate?
- b. Your audience.

A.2. To be most effective, communications should be:

- a. Accurate,
- b. Timely,
- c. Concise, and most importantly
- d. Readily understood by the intended audience

A.3. Effective communications:

- a. Use a headline, an image, or an opening statement to attract attention and inspire further consideration of the subject,
- b. Are sufficiently detailed to convey the essence of the subject,
- c. Provide a ready process for getting more detailed information or other follow-up action, if appropriate, and
- d. Are easy to navigate to find the pertinent part(s).

A.4. Multiple means of communicating a given message are often worthwhile.

- a. Audiences are diverse. Thus, many means of communication may be needed to reach the entire intended audience.
- b. Some people respond better to visual or written communications; others to oral means.
- c. Repetition helps retention.

A.5. Don't use acronyms unless you are sure that everyone in your intended audience understands them.

- a. Exception: Use of an unfamiliar acronym may be acceptable if:
 1. The acronym replaces a cumbersome phrase that is repeated frequently in a written document, and also
 2. The first use of the phrase defines the acronym parenthetically.

Appendix B - LRUCC Specific Policy and Guidelines

External Communications – Communications for external audiences could be used to

- Announce our presence, our essence, and the breadth of our programs and activities.
- Proclaim our vision and core values
- Invite people to visit LRUCC to inquire more and share in our ministry, programs, and activities.

For external communications

- Include a means of getting more information
 - Note the LRUCC website – www.lrucc.org
 - Mention the LRUCC phone number – 703-978-3060
- Be consistent with LRUCC branding, wherever appropriate
 - Include the tagline – “Celebrating diversity, independent thought, & faithful action”
 - Use the LRUCC logo (the proper color is #201 Pantone) –



- Do not include personal contact information (e-mail, phone number, address) without specific agreement of the person involved.
 - Where possible, use LRUCC e-mail addresses (e.g. office@lrucc.org, moderator@lrucc.org)
- Privacy is important. LRUCC has a Communications Privacy Policy. (See Appendix C to this Manual.)
 - Photo release forms signed by the individual (or parent of a minor) must be on file for all photos of individually recognizable persons used in external LRUCC communications. (Photo release forms are available on the LRUCC website in the Nuts & Bolts section.)

Internal Communications – Communications for internal audiences could be used to:

- Provide accurate, current information on programs and activities. Invite participation.
- Inspire further development of our faith.
- Promote the sense of community that is LRUCC.
- Provide ready access to reference material about the operations of LRUCC.

For internal communications

- Don't assume prior knowledge. Some in the audience are new to LRUCC
- Do include contact information for person(s) responsible for a program or activity
- Privacy is important. LRUCC has a Communications Privacy Policy. (See Appendix C to this Manual.)

Material Submitted for Inclusion in Church Publications

- The submittal should adequate information for readers unfamiliar with the group or activity and not assume any prior knowledge.
- Please include the following information with each submittal:
 - Contributor's name and contact information
 - Date, time, and location (if known) of all events
 - Correct spelling of names of organizations and persons. (Do not use acronyms)
 - Confirmed accurate website addresses
 - Proper attribution for any quotes
- Please avoid:
 - Excess verbiage, extraneous information, and unexplained references
 - Any information that has not been cleared for publication by the affected parties.
- All such material is subject to editing or correction, as needed

Appendix C - Internet and Publication Privacy Policy

Little River United Church of Christ (LRUCC) maintains a presence on the Internet and provides mail services and mail lists for members, friends, and staff.

Therefore, we must be concerned with Internet privacy issues. It is the intent and desire of LRUCC to take reasonable steps to respect and maintain the personal privacy of those individuals who expressly request such privacy. This document describes Little River's privacy policy with regard to personal information, Web links, and Web-displayed photography.

I. Personal Information

Normally LRUCC does not share personal information such as e-mail address, home address, phone numbers, or other personal information with anyone outside the church, with the following exceptions. Members' addresses are shared with United Church News for the purpose of receiving the national newsletter. On rare occasions, such information may be shared with the UCC Potomac Association, Central Atlantic Conference, and the United Church of Christ's national office for the purpose of contacting congregational leaders or providing the names of high school juniors to UCC colleges. However, a request for the church to share information by the owner of that information is honored. For example, a request to include a phone number or e-mail address as a contact in *Currents* or the Sunday Bulletin is considered a request to divulge that information in that manner. Otherwise no external use is made of personal information.

Personal information that appears in the Passages section of *Currents* is published *only* in the print edition and the e-mail edition circulated to church members. Passages information is never included in the Web-based copy. Personal phone numbers or addresses also are never included in the Web-based version of *Currents*.

Specific information on the deaths of members and times of memorial services is published on LRUCC's Web site on the Announcements Page, usually for no more than a week or so. This information is considered public information and is published on LRUCC's Web site as a service to members, to inform and allow them to attend memorial services. However, requests by family members to refrain from posting this information are honored.

II. Web Links

Web links to individual e-mail addresses on the LRUCC Web site are limited to the online publication of *Currents* and to links requested by committees, members, or staff for communication purposes. E-mail addresses in the Web-based version of *Currents* are presented in a format that is difficult to be automatically "scraped" from the screen (for use in spamming). However, since "scraping" is not impossible, the LRUCC Web team offers the option, upon request, of providing an alias email address at lrucc.org to anyone whose e-mail address will appear in the Web-based version of *Currents*.

III. Photographic Images

Little River plans to make increased use of photographic images to add interest and information to its Web pages. However we are aware that there are concerns about privacy that arise from the use of photographic images on the Internet, and in response we affirm the policy stated below. Please note that the policy differs with regard to children (persons under 18 years of age) and adults and with regard to historical photographs (at least 5 years old) and current photographs.

The policy applies to photographic images where a person is clearly and unambiguously identifiable, usually meaning that some portion of the person's face is visible in the photograph.

Current Photographic Images

Current photographic images of children will be posted on LRUCC's Web site only if express written permission is provided by the parent or legal guardian of the child depicted in the photograph in question.

Current photographic images of adults will be posted only after gaining the permission of the adult in question. This permission may be verbal or written.

Historical Photographic Images

For the purpose of this policy, historical photographic images are defined as those photographs five or more years old.

Historical photographic images of children will be posted only if express written permission is provided by the parent or legal guardian of the child depicted. This permission will be sought if the person in the photograph currently is a child, but not necessarily if the person was a child at the time of the photograph but is no longer. Therefore photographs of children from the founding days of the church will not be treated in the same way as pictures of children from five years ago who are still children.

Historical photographic images of adults may be posted without permission, depending on the ability to contact those adults at the present time. An attempt will be made when reasonable, depending on the age of the photograph.

For all Photographic Images

If a request is made to remove a photographic image posted on LRUCC's Web site by a person depicted in that photograph, the request will be honored as soon as is reasonably possible. This applies whether or not the individual has previously given permission, and whether or not the photograph is current or historical.

One can provide blanket permission to use your image at any time, or one can decline to have one's image used, ever. The church will maintain a record of all permission information.

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