

## Communications at The Unitarian Church in Westport

We have multiple ways to connect with our congregation publically (beyond individual, targeted emails through individual accounts):

- Soundings
- Calendar
- Email blasts
- Facebook group (internal)
- Facebook page (external)
- Instagram
- Order of Service
- Website postings
- Special announcements from the pulpit on Sundays
- Currents (now on hold)
- External digital media: Patches, Hamlet Hubs, etc.
- USPS mass mailing
- Posters
- Phone trees

Folks will want to think through which way they can reach their intended audiences best; usually it's a combination of several of these. Beth Cliff can help you think through a strategy should that be helpful. [bethcliffucw@gmail.com](mailto:bethcliffucw@gmail.com) [1.774.219.1620](tel:1.774.219.1620)

We are in transition with both Soundings and our website. Soundings will have a new look and feel, and be published 2x a week: Friday mornings for info re the Weekends, and Sunday mornings for info re the rest of the week. Our new website is being developed now and we hope to have it launch very soon. It will be user-friendly, easy to navigate and fun to explore. It, like our external Facebook page, will be designed as much for interested outsiders as it is for internal members. It will be a place where people can “go deep” on issues that Soundings can only announce quickly.

That said, Order of Service and Soundings are the most reliable ways to announce upcoming events of interest to the congregation. OOS is a quick list; Soundings is in more of a “magazine” style and a weekly briefing: fresh, easy to read and then retain.

To keep some order to the process, we have written up a Style Sheet for Soundings. If you intend to submit articles regularly, it would be important to be familiar with it; ask Beth for a copy. But for now, a few basic rules will help:

- Final deadline for entries to Charles Klein at [meaumeau@earthlink.net](mailto:meaumeau@earthlink.net) is 5:30 PM Wednesdays. No exceptions.
- IF you are a new writer or have a new article to submit, sending it first to Beth [bethcliffucw@gmail.com](mailto:bethcliffucw@gmail.com) by Tuesday noon is helpful for all.
- Staff anchors must be aware of, and approve, submissions.
- Keep articles short: max 125 words, 65-75 words even better.
- Avoid extensive “white space”. Keep your footprint small!
- Avoid repeat entries: for most postings, they should appear no more than 2X.
- Pictures are great – send photos or graphics in medium to high res. We are not responsible for finding pictures, but we'll help when we can, especially if you submit things early.

If you need an email blast – something urgent that needs special attention, please reach out to Beth and she can help you with it.

Facebook group posts can be posted by anyone: DO post announcements or other photos/articles of interest. The more it's from YOU rather than staff, the better.

By and large, Facebook page, Instagram and digital media posts should come through Beth Cliff, David Vita or another staff member since these go out to the public and we want to be consistent with our messaging.

Diane Donahue in the church office handles the OOS and Calendar. [diane@uuwestport.org](mailto:diane@uuwestport.org) .OOS deadline is Thursdays at noon. As with Soundings, entries should appear no more than 2X. Both OOS and Calendar entries must be made via Staff Anchors.