

## Communications

We have multiple ways to connect with it publically (beyond individual, targeted emails through individual accounts or REALM):

- Soundings
- Calendar
- Pushed-out email blasts
- Facebook group (internal)
- Facebook page (external)
- Instagram
- Twitter
- Website postings
- Special announcements from the pulpit on Sundays
- Sunday fliers
- External media, digital and paper: Patches, Hamlet Hubs, CT Post, etc.

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. [beth@uuwestport.org](mailto:beth@uuwestport.org)

Sounding is published 2x a week: Friday mornings for information about Saturdays and Sundays, and Sunday morning for information re the rest of the week and beyond. Soundings, our website and our external Facebook page, Twitter and Instagram accounts, are all designed as much for interested outsiders as they are for internal members.

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 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 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 ("uuwestport") can be posted by anyone who is a part of that group: DO post announcements or other photos/articles of interest. The more it's from YOU rather than staff, the better. Likewise, our private social email group, [TUCWSocial@groups.io](mailto:TUCWSocial@groups.io), is perfect for lay people to share information. If you are not a member already, please contact Beth and she will get you in.

By and large, Facebook page ("The Unitarian Church in Westport"), Instagram, Twitter and digital media posts should come through Beth Cliff 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 Calendar. [diane@uuwestport.org](mailto:diane@uuwestport.org). All entries need to go to her, having been approved first by the appropriate staff anchor.