

## Getting the word out at FUS

There are many events and meetings that occur daily at FUS, and getting the information out to the community can feel a bit daunting. This document is designed to help guide you through the process by identifying the communications format and the steps to making sure the information goes to the right person.

### **Information distributed at worship service:**

There are two formats available for sharing events and meetings during worship services; verbal announcements and PowerPoint slides. Please note that on Saturday services, there is not a PowerPoint slide option.

#### *Verbal Announcements:*

Verbal announcements are read by either the ministers or the lay leader at the beginning of each service.

#### *PowerPoint Slides:*

Slides are played before the worship service as people gather in the Atrium. Generally, there is a five-slide maximum for the weekend.

#### *Process for Verbal Announcements and PowerPoint Slides:*

Email your staff liaison with the information you want on the slide or made verbally by 5 pm on the Wednesday before the weekend services you want the announcement made.

Please note the decision to use a slide or a verbal announcement is at the discretion of the minister who is speaking that week.

### **Information distributed in the Red Floors:**

The Red Floors serves as the weekly bulletin for FUS. There is a printed version, and an electronic version sent by email and accessible by link on the FUS website.

#### *Process for submissions to the Red Floors:*

Email a 75-word blurb to the Communications Coordinator ([brittanyc@fusmadison.org](mailto:brittanyc@fusmadison.org)) by 10 am on Thursday the weekend before you want your blurb to appear in the Red Floors. Please indicate how long you want the submission to be published, with a maximum time of three weeks.

Please note submissions may be edited for space at the discretion of the Communications Coordinator. A blurb might not be published if it is unrelated to happenings at FUS. The Communications Coordinator will follow up with you directly about any concerns prior to publishing.

### **Information distributed via *The Madison Unitarian*:**

*The Madison Unitarian* serves as the newsletter for FUS. Themes and submissions are scheduled well in advance and require planning with exception of "Wheel of Life" submissions. With rare exception, non-staff or ministers provide articles for the newsletter. In most cases, either a staff member or a minister will approach a member about writing an article.

*Process for newsletter submissions:*

If the topic goes beyond the scope of a submission for the Red Floors, you may ask your staff liaison if you can contribute a newsletter article. The staff member will then connect with the Communications Coordinator who, in collaboration with senior staff and ministers, will determine if and when the article is published. Before approaching your staff liaison, please identify responses to the following questions. The Communications Coordinator will connect with your staff liaison and will let you know the outcome of their decision.

1. What month do you want the article published?
2. What is the topic? How does it relate to current or upcoming events at FUS?
3. Who else needs to be involved in writing the article?
4. What are the desired goals/outcomes for publishing in newsletter?
5. Do you want a full page (approx. 500 words) or ½ page for your article?

*“Wheel of Life” submissions:*

“Wheel of Life” contributions are open to members to submit on a monthly basis. Contributions can include, death notices, birth notices, and other significant life events. Please notify a minister or the Membership Engagement Coordinator if you would like to contribute to the next issue.

**Information distributed via the FUS website:**

The FUS website is targeted to reach both external and internal audiences. There are three types of contributions a member can request to make on the website.

*Home page calendar:*

At the bottom of the home page is a calendar with upcoming FUS events that are open to the public. Examples include a notice about a Generations for Justice event, Thandeka’s public lecture, or 2<sup>nd</sup> Saturday Potlucks. Only three items are on the calendar at any given time, so if your event is two months out, it may not be available on the site until it is closer to your event date. The Communication Coordinator will work with your staff liaison if there are any concerns with the calendar request. Please note, this is separate from the calendar on the website maintained by the Office Manager for room reservations. To make a home page calendar submission, please contact the Communication Coordinator with the following information:

1. Name of event.
2. Date of the event.
3. Start time and end time for the event.
4. Staff liaison name.
5. Other platforms you have used to publish this event.

*Adding a new page to the website:*

Our website philosophy is to not add too many new or temporary pages to the website. It’s impossible to list everything FUS is doing on the FUS website. We want to maintain a sleek, easily accessible site for external readers while maintaining pertinent information for our members. If you would like to add a new page to the website, you must first discuss it with your staff liaison. If the staff liaison agrees this is the best course of action, they will meet with the Communications Coordinator to discuss.

*Updating Website Information:*

If your group wants to update a page that already exists on the website, please reach out to the Communication Coordinator with your request and the name of your staff liaison. The philosophy for updates is to keep information as relevant and accurate as possible. The Communications Coordinator will follow-up with you directly about updating.

**Information distributed via FUS social media accounts:**

FUS social media accounts include Facebook, Twitter, and Instagram. Social media sites are focused on the external audience. Please note that not all members are on social media sites and it is not recommended as a means to reach internal audience members with information. Social media posting can be an effective means for reaching large audiences. If not used with discretion, it can also ignite bad publicity. As such, the Communications Coordinator, in conjunction with senior staff, reserve the right to determine what posts are allowed on official FUS social media sites.

If you would like something listed on social media, please contact the Communications Coordinator with the following information:

1. What audience do you intend to engage with this post?
2. Is this event/material available to the public?
3. What other communications means have you used to spread this information?
4. What platform do you want this information shared on? Facebook, Twitter, Instagram.
5. Please submit a post (200 words or less) you want to be shared. Please submit any images in jpeg form.