

Minutes of the Communications Circle, June 8, 2021, 7:00pm via Zoom

Present: Scott, Frannie, and Anna Marie

Missed: Erin, Ariel

Opening Reading and Chalice Lighting: Frannie, quotation about the flower by Thich Nhat Hahn

Old Business

- **Publicity:** Anna Marie reached out to several people for their advice on developing a social media program for INUUC, including policies, best practices, lessons learned. She received helpful information including a useful video. Next steps will be to create a set of goals leading to the creation of an over-arching social media plan.
- **Zoom Protocols and Procedures:** Frannie created a document for the website that includes a covenant for recommended conduct on Zoom meetings and gatherings, and information on how to participate in a Zoom meeting, and how to lead a Zoom meeting. She will post the document on the Slack Communications Circle channel.
- **INUUC Logo:** Scott said the logo is finalized for now and is in use on our website. He recently discovered that the original UU flaming chalice design is nearly identical to the design used in our logo. If any of us see an older iteration of our logo being used, please notify Scott who is the acting INUUC brand manager.
- **Facebook:** Scott and Erin have researched how other UU churches are using Facebook (FB) and sent the content to our circle members. It will be necessary to phase out the existing INUUC FB Group and start a brand new INUUC FB page which will then have sub-groups that can replace the present FB Group. A FB covenant and policies will be created at a later date.
- **Future Audio Needs:** Scott has emailed Heather Koselke, former executive administrator of UUCS, to consult on potential audio needs for a future INUUC facility. She has expressed a wish to volunteer for our church and Scott has invited her to participate in this Communications Circle.

Website

The website design and content were reviewed in anticipation of its launch in time for the INUUC Annual Meeting on June 13.

- The number of sliders will increase over time as necessary. Visitors can click on a slider which will link to more information, e.g., Special Collection will link to more information on the organization being supported by the Special Collection.
- The three boxes – Who We Are, What We Believe, What We Do – will each link to more information including UUA content.

- Though we have not yet been officially designated as an LGBTQ Welcoming Congregation, it was decided to keep this page on the website to reflect that INUUC aspires to meet the criteria to be designated as such.
- There were no responses to our request for photos and testimonials to use on the website. We will reach out directly to people at a future time.
- Scott will add Erin's contact information to the main Calendar page to make it simpler for people to add an event to the calendar
- It is possible for people to view past Soul Weaving services on the website though it is currently not possible for a service to be streamed through the website in real time. Scott plans to make this possible in the future.

Phase Two additions to the website will include a member portal, sign-up/registration capabilities for events and programs, a form for Religious Education, and other needs. Scott will send an email to the Communication Circle members regarding next steps.

The website is far enough along to launch by this coming Saturday. Pages will continue to be fleshed out as we go forward. Suggestions and inquiries will be fielded through info@inuuc.org.

Action Items

- Frances will post the Zoom Policies and Procedures document on the Slack Communications Circle channel.
- Scott will add Erin's contact information to the main Calendar page on the website
- Scott will send an email to the Communication Circle members regarding next steps on the website.