

EDITORIAL GUIDELINES re CONTENT (per the Executive Committee, August 2018) **For First Light and First's Facebook page**

Purpose and Scope

The purpose of these guidelines is to assist the Editor(s) of the First's weekly Newsletter (First Light) and First's Facebook page in determining which content is appropriate for inclusion in these publications.

Authorization and Application

The Editor and delegates are authorized to apply these guidelines on an ongoing basis and to

- determine whether First Light, Facebook, and/or another publication or forum is the appropriate place for the content
- determine whether a submission is acceptable for publication in accordance with these guidelines
- edit for brevity, clarity, tone and inclusive language
- reject a submission and communicate the reasoning to the person who submitted the request
- bring queries to the Exec where more input/direction is required
- provide direction to members, friends, and others (including the public) on the submission of content in accordance with these guidelines, as necessary

Guidelines re Content

- *Content should be consistent with the mission and values of First.*
- *Content should be consistent with the purposes of the publications, which are to:*
 - Inform members and friends about current and upcoming events happening at First or within the broader UU community, including Sunday services, RE Programs, fundraisers, music and art shows, celebrations, etc.
 - Communicate announcements, requests, and other important updates about the internal operations of staff, volunteers, committees and governing bodies (e.g. Congregational Meetings, recruitment, committee decisions, special projects)
 - Distribute pastoral messages from our Ministers (e.g. regarding upcoming sermons and occasionally regarding events in the internal or wider community)
 - Distribute mission and vision focused messages from our leaders (i.e. Board, Exec)
 - Share news about denominational affairs (e.g. CUC)
 - Share news about social justice activities and events sponsored or supported by groups of members who have obtained approval from the Exec to formally engage the congregation in their efforts
- *Examples of content inconsistent with the purposes of the publications include:*
 - Opinion letters or essays; newspaper articles
 - Statements or announcements which state or imply a partisan political position
 - Personal requests (exceptions may be made for requests flowing through the denomination to assist people in need, e.g. UUs looking for temporary Toronto accommodations)
 - Product sales and marketing materials (other than promotion for First-sponsored events)
- *Style and layout decisions should be made with these principles in mind:*
 - Edit for brevity and inclusive and plain language in each article
 - Avoid repetitive and repeated content; a short newsletter is more desirable
 - Give priority on the page to items that are more mission-focused and more current; (e.g., messages from the Ministers, Board or Exec, and unique or new or time-sensitive mission-focused items, should be higher on the page than general or repeat items)
 - Use inclusive imagery and inclusive language