

SUBMISSION GUIDELINES for FIRST UNITARIAN COMMUNICATIONS

December 2023

Background

- The *First Unitarian Communications Team* is authorized by the Executive Committee to determine the content of the First Light e-newsletter and First's social media channels.
- The Team's decisions are based on First Unitarian principles and values, as well as content guidelines regarding brevity, simplicity, and inclusivity. The Team protects the privacy of users through the use of First Unitarian email addresses in announcements.
- The Communications Team, along with governing volunteers and the staff, is responsible for producing information regarding ministerial activities, board reports, Sunday services, RE Lifespan programs, and CUC updates.

Submitting Your Announcement

A. *If your announcement is about an established Congregational activity or committee (meaning your group has received prior approval from the Executive to formally engage the congregation in your efforts):*

- Use the [submission template](#) available on the website.
- The editors may rotate publication of these announcements to promote equity.
- Don't include links to publications that are paywalled as this would mean that only readers with subscriptions can access those articles.

B. *If your announcement is regarding a member-led activity or a community program aligned with First Unitarian values and you think it may be of interest to First members:*

- Use the [submission template](#) available on the website.
- The Communications Team will review your submission and if it meets content guidelines and there is space, will post in the *Events in the Community* section of First Light and/or social media, with a disclaimer that the event is not affiliated with First.
- Submissions that state or imply a partisan political position will not be accepted.

C. *Submitting Photos and Images*

- Use inclusive imagery and choose an image with a strong focal point rather than one with many small details. This type of image will show more clearly on mobile devices.
- Don't include copyrighted photos and images as they cannot be used without written permission. Consider using photos from promotional material designed for distribution.
- Ensure you have the person's permission to submit their photo if submitting one that clearly shows a person's face.

Questions?

Email firstlighteditors@firstunitariantoronto.org OR socialmedia@firstunitariantoronto.org

The First Unitarian Communications Team provides the information you need to fully participate in the life of the Congregation.