UCM Social Media Guide

Social Media sites are the front doors to our church community. Sometimes they are the first contact made when people are researching for a congregation that is a match for them. Our social media outlets are our opportunity for outreach to new potential members as well as to existing members and friends, and the broader community.

It is important that our media sites be welcoming, informative and up to date. UCM has five social media sites: a website — ucmvt.org, two Facebook sites — UnitarianChurchofMontpelier and Friends of UCM, a weekly email newsletter— e-news, and a Twitter account — @ucmvt. The following is a guide to accessing these sites and instruction for publishing additions to these sites.

Website: Our website is found at ucmvt.org. If you have a problem, question about the website, or would like to update your committee website, contact Tim Favorite (tim.favorite@gmail.com) or Sam Rossier (ucm.130main@gmail.com).

E-news: E-news is a newsletter sent out weekly during the church year and every other week during the summer. Find out about sermons, religious education opportunities, volunteer opportunities, and events in our church and the broader community.

The e-news is available by email. If you wish to subscribe to the e-news you can call the office at 802-223-7861 or sign up at the hospitality table on Sunday morning. E-news is also available in print format and can be found at the ushers’ table.

If you want to have a church-related piece published in the e-news or want to talk about the content or design, contact ucm.newsroom@gmail.com. Please review the “Guidelines for Announcements” on our website. The deadline is Wednesday night before publication. Please remember to keep announcements to 100 words or less. If you want that announcement published more than one week, please submit it each week.

Facebook: For information about our Facebook page or to join the Friends of UCM Facebook group or post church related material to our Facebook page, contact Sally Armstrong (sjdaab@hotmail.com).

Twitter: UCM has a twitter account (@ucmvt) that is updated from our Facebook page.

UCM has a Social Media policy that can be found on our website ucmvt.org, then Member Resources, then Operational Policies, then Social Media.