



The UUAA Communications Team

"... this is our covenant with each other: to dwell together in peace, to search for truth in love, and to help one another..."

PURPOSE:

The purpose of the lay-staffed Communications Team is to provide practical support and advice to UUAA staff in communications to internal and external audiences.

ROLES/RESPONSIBILITIES:

- In coordination with staff, provide practical support in producing the UUAA Weekly News
- Support staff in the creation of a comprehensive communications plan; once the plan is complete, support its implementation, including:
 - Create and manage a social media plan that includes existing social media platforms (e.g. Instagram, Facebook, YouTube) and considers the appropriateness of additional platforms
 - Crisis communication
 - Proactively seek out earned media opportunities in consultation with UUAA staff
 - Develop an advertising strategy with the goal of new member growth, as UUAA's budget allows
- Collaborate with the web team to create measures of efficacy, periodically review UUAA's website, and provide support to update the website as needed

SELECTION PROCESS & ACCOUNTABILITY:

The team will consist of at least 5 members, including representation from WebTech, and report to the staff team's designated lead on communications. The initial members of the Communications Team will be appointed by the staff lead, in consultation with the Senior Minister. Terms will be staggered and last two-three years. After the initial Team is formed, the members of the Team will help recruit new members, in consultation with UUAA staff.

This team will submit a periodic report on its activities to the congregation's Senior Minister and/or Board of Trustees, as is helpful or requested.

COLLABORATIVE RESPONSIBILITIES:

- While the Communications Team will focus on matters relating to communication, it is also recognized that these activities will at times intersect with other areas of congregational life. The Communications Team will work in collaboration with other teams as necessary to ensure their mutual goal of supporting healthy membership processes at UUAA. Specifically, this includes worship, membership, Spiritual Growth and Development, and the stewardship team.

- The Communication Team will also functionally support UUAA's strategic planning work; our Vision 2050 priorities: Anti-Racism & Anti-Oppression, Climate Action & Climate Justice, and Radical Welcome; and UUAA's foundational goals: strengthening financial stability, strengthening our beloved community, and strengthening our communications.