

## **Recommendations for Creation and implementation of a UUA Board Blog**

The following recommendations are from a sub-group composed of Tom Loughrey, Lew Finney, and Linda Laskowski. The purpose of this small group was to define and create a process for a Board blog. Per John Hurley, the UUA staff will create the blog and post the entries, but the UUA Board is responsible for content and monitoring.

**Motion: The Board will create and maintain an ongoing blog as described in the document "UUA Board Blog", and add the following policy to Section 3.4 of our Governance Manual as Policy 3.4.3.**

**3. For special electronic communications, e.g. the Board Blog, the Board Face Book page, the CGO may appoint an individual trustee to write inputs in areas in which she/he has knowledge or expertise.**

### **UUA Board Blog (May 3, 2010)**

1. Purpose: The purpose of the blog is to provide an additional channel of communication for board issues and board work, though we anticipate it may be slightly less formal in tone.
2. Audience: The intended audience is our member congregations and their membership, as well as all of our "Sources".
3. Frequency: We expect a small flurry of posts prior to and after each board meeting, as well as whenever there are specific issues that need to be communicated out of Board task forces, committees, or other board work.
4. Safety: We will moderate the blog, and not post comments that are off-topic, inflammatory, derogatory, personal attacks, or self-promotion. These standards would be similar to those we use in face-to-face meetings.
5. Confidentiality: We will view posts and comments with the knowledge that once it is posted, it is public.
6. Ongoing blog content will be provided/reviewed as follows:
  - a. Post authors: we recommend identifying responsibility for different topics during the board meeting, generally the chair or convener related to the topic. Authors are representing the Board.
  - b. A review team of three people: an editor, the Chief Governance Officer, and either the secretary or assistant secretary of the board that would review each post before it went public.
  - c. Co-moderators for comments.

- d. One "blogmeister"/wrangler who has the overall role of insuring the blog process is running smoothly, and where and when posts are made.

### **3.4 POLICY TITLE: EXTERNAL RELATIONS**

Speaking with one voice is an important value of the board. To achieve this, the board will formally delegate official authority to speak on behalf of the organization in the public arena. Committee chairs, working group conveners and officers are authorized to communicate with members of the press concerning areas of Board discussion, deliberation and action within the scope of their authority following meetings of their respective groups.

1. The CGO and President are the customary spokespersons for the UUA. Trustee's interaction with the public, press or other entities must recognize that no Trustee may speak for the Board except to repeat explicitly stated Board decisions.
2. Any Trustee may be empowered and charged by the Board to be a Board representative in relationship with any group, and such empowerment, the charge and its responsibilities will be defined by the Board at the time of the assignment.
3. For special electronic communications, e.g. the Board Blog, the Board Face Book page, the CGO may appoint an individual trustee to write inputs in areas in which she/he has knowledge or expertise.
4. Trustees may represent the Board or the Association at meetings and events where such representation is deemed desirable and where the CGO has agreed to the representation. Trustees are entitled to represent themselves as UUA Trustees at ceremonial events where the Trustee deems such representation desirable. Trustees are responsible and accountable for avoiding any ambiguity about their representative role or authorization to speak for the Board of Trustees or the UUA.

*Motion: The Board will create and maintain an ongoing blog as described in the document UUA Board Blog, and add the following policy to Section 3.4 of our Governance Manual as Policy 3.4.1.*