



UNITARIAN
UNIVERSALIST
ASSOCIATION

#UUGetSocial

How Congregations Can Deepen
Engagement Online

uua.org



#UUUsGetSocial Workshop Series

#UUUsGetSocial: How Congregations Can Deepen Engagement Online

You are here. 😊

#UUUsGetSocial: Reaching “Nones,” Activists, and Spiritual Seekers

Friday 10:15am—11:30am
RICC Ballroom BC

#UUUsGetSocial: Updating Your Web Presence: Tools & Tips

Thursday 4:00pm—5:15pm RICC
Ballroom BC

#UUUsGetSocial: Digging into Facebook, Twitter, Video- Making/Sharing

Saturday 10:15am—11:30am
RICC Ballroom BC



Guest Presenters for this Workshop



Meg Riley
Senior Minister
Church of the
Larger Fellowship
megriley@clfuu.org



Chris Walton
Executive Editor
UU World
cwalton@uua.org



Nora Rasman
Campaign Coordinator
Standing on the Side of
Love
nrasman@uua.org



UUA Office of Information & Public Witness - Get in touch with us!



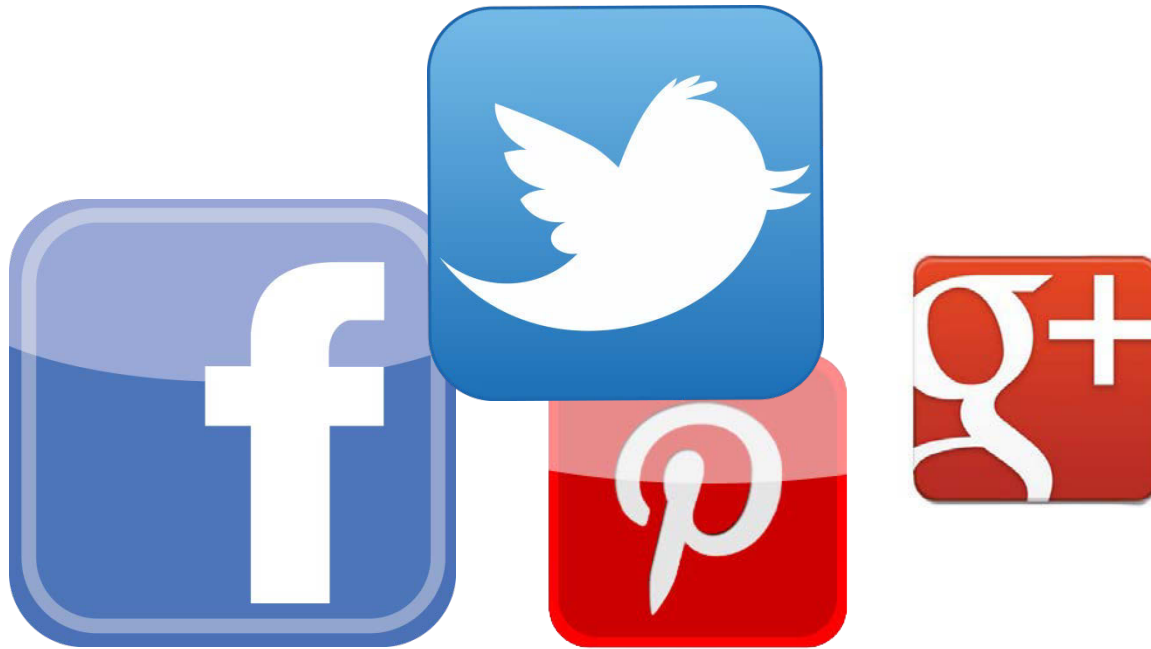
Jill Goddard
Public Relations Director
(617) 948-4386
jgoddard@uua.org



Rachel Walden
Communications Specialist
(617) 948-4652
rwalden@uua.org



Mike McGlone
Public Information Assistant
(617) 948-6103
mmcglone@uua.org





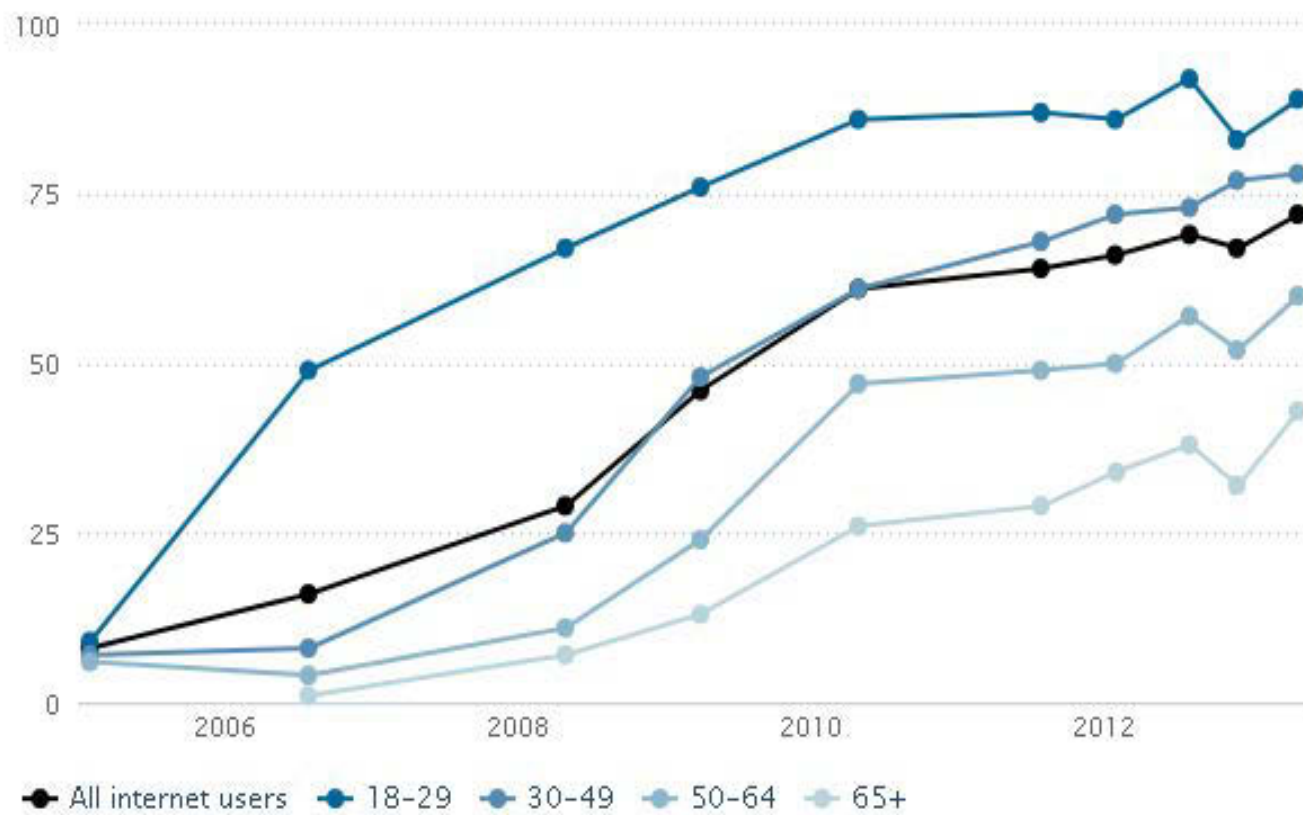
What Are We Doing Here?

- Taking engagement to the next level
- Making it sustainable for the long-term
 - Lateral learning
 - Being strategic



Who Uses Social Media?

Percent of internet users in each age group who use social networking sites



PEW RESEARCH CENTER

72%

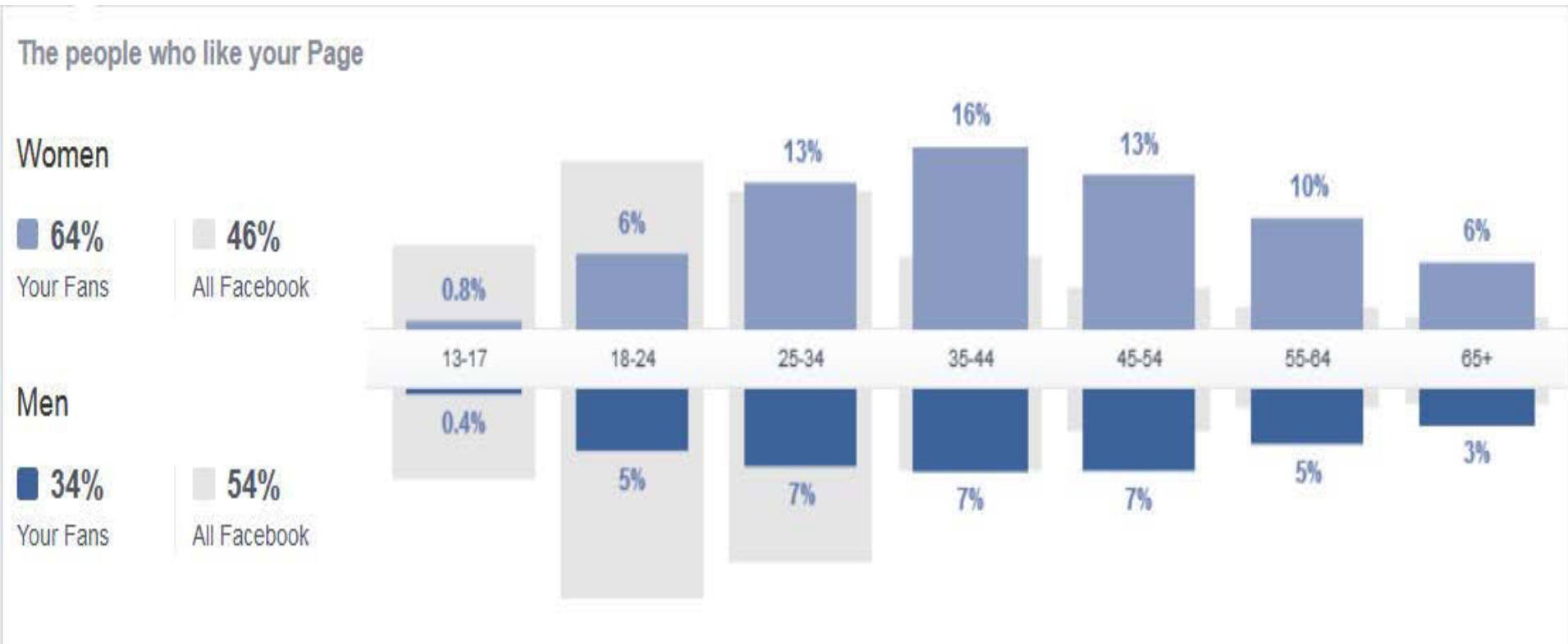
AS OF 5/1/2013



As of May 2013, 72% of online adults use social networking sites.



Who Uses UUA Social Media?





How Unitarian Universalists Currently Use Social Media

- A wide range of social media platforms
- Some teaching or explaining Unitarian Universalism
- Some connecting with fellow UUs



UUism on YouTube



Unitarian Universalism: You're a Uni-What?

by **uuplanet** • 6 years ago • 82,761 views

Watch **UU TV** <http://www.unitarianuniversalism.tv> Peter Bowden and the Rev. Amy Freedman explore **Unitarian Universalism** ...



Interview with a Unitarian Universalist

by **Kris Kindred** • 2 years ago • 6,155 views

An interview I conducted with the reverend of the **unitarian universalist** church of Dallas. The video was cut off before the interview ...



Atheist and Unitarian Universalist

by **NoelieTREX** • 1 year ago • 1,761 views

In my original video about being a **Unitarian Universalist** (you can watch it here <http://www.youtube.com/watch?v=wSxYpuuSKGY>) ...



Stealing Jesus - Rev. Kathleen Rolenz

by **All Souls Unitarian** • 1 year ago • 2,963 views

The sermon was delivered on Sunday, February 10, 2013, during the contemporary service at All Souls **Unitarian** Church in Tulsa, ...

HD



Unitarian Universalist Association

by **Unitarian Universalist Association** • Active 5 months ago • 110 videos

Unitarian Universalism is a religious tradition that welcomes people with different beliefs. We are united by shared values, not by ...



















CHANNEL

Subscribe

1,372



UUism on Reddit

-  **I am a churchgoing atheist (Unitarian Universalist) who attends services twice a week. AMA.** (self.IAmA)
 submitted 3 years ago by [Kazmarov](#) to [/r/IAmA](#)
178 comments share
-  **IAmA Unitarian Universalist, AMA.** (self.IAmA)
 submitted 3 years ago * by [Urizen23](#) to [/r/IAmA](#)
63 comments share
-  **IAMA Unitarian Universalist since birth. AMA.** (self.IAmA)
 submitted 3 years ago by [iamskeptical](#) to [/r/IAmA](#)
40 comments share
- [AMA series] IAmA Unitarian Universalist (UU), AMA** (self.Christianity)
 submitted 1 year ago * by [Kazmarov](#) to [/r/Christianity](#)
65 comments share
-  **IAMA 3rd generation Unitarian Universalist. AMA.** (self.IAmA)
 submitted 4 years ago * by [whyareyouyou](#) to [/r/IAmA](#)
63 comments share
-  **This irks me as a Unitarian Universalist.** (self.religion)
 submitted 1 year ago by [mellowme93](#) to [/r/religion](#)
72 comments share
- Anyone with any experience in Unitarian Universalist churches?** (self.TrueAtheism)
 submitted 1 year ago by [Al_The_Killer](#) to [/r/TrueAtheism](#)
56 comments share
-  **Unitarian Universalists?** (self.atheism)
 submitted 2 years ago * by [Boulderbuff64](#) to [/r/atheism](#)
17 comments share
-  **We are universalists, AusA** (self.TrueChristian)
 submitted 9 months ago by [SwordsToPlowshares](#) to [/r/TrueChristian](#)
381 comments share
-  **IAmA Unitarian Universalist (UU), born and raised.** (self.IAmA)
 submitted 3 years ago * by [the_classy_corsair](#) to [/r/IAmA](#)
113 comments share



UUism on Twitter

from:uua Search	unitarian, universalist, unitari... Search (UUA)	@UUWorld Search (UUA)	#mysixwordstoryoffaith Search (UUA)
<p>UUA 10:01am via Hootsuite</p> <p>And then the day came, when the risk to remain tight in a bud was more painful than the risk it took to Blossom ow.ly/xliY0 #uu</p> <p>10 retweets</p>	<p>texasinterfaith Jun 13, 1:00pm via Hootsuite</p> <p>Join First Unitarian Universalist Church of Houston June 15 for a sermon from Yaira Robinson More info: texasimpact.org/content/june-1...</p> <p>TXImpact Jun 13, 1:00pm via Hootsuite</p> <p>Join First Unitarian Universalist Church of Houston June 15 for a sermon from Yaira Robinson More info: texasimpact.org/content/june-1...</p> <p>BullRunUU Jun 13, 11:50am via Twitter Web Client</p> <p>PR: Bull Run #unitarian #universalist calls settled minister, Rev @scottmcneill Scott McNeill. #uu #uua #manassas pic.twitter.com/O0YuEMzH7d</p> <p>GNOUU Jun 12, 1:27pm via Facebook</p> <p>Meet Professor Dorothy Roberts at First Unitarian Universalist Church of New Orleans - UU in the Sanctuary at 6pm... fb.me/2ulZMQzYM</p> <p>bonniehurdsmith Jun 11, 1:42pm via Facebook</p> <p>Join me? Walking Tour: Unitarian Universalist (UU) History Sites in Salem: Elizabeth Peabody, Caroline Emmerton,... fb.me/16lrPdyCf</p> <p>bonniehurdsmith Jun 11, 1:41pm via Facebook</p> <p>Join me? Walking Tour: Unitarian Universalist (UU) History Sites in Salem: Elizabeth Peabody, Caroline Emmerton,... fb.me/3SHB2djAc</p> <p>Emerson_Avenger Jun 10, 7:34pm via Twitter Web Client</p> <p>* @revandyburnette Pedophiles and Unitarian Universalist Idiocy: A Reaction to #UUA</p>	<p>RobinEdgar 5:44pm via Twitter Web Client</p> <p>* @philocrates @UUWorld Do enjoy this recent U*Tube video of a #Montreal #Unitarian U*U getting social with me. youtube.com/watch?v=SeFRzZ... #UU</p> <p>Retweeted by MontrealRetweet and 1 others</p> <p>RobinEdgar 5:44pm via Twitter Web Client</p> <p>* @philocrates @UUWorld Do enjoy this recent U*Tube video of a #Montreal #Unitarian U*U getting social with me. youtube.com/watch?v=SeFRzZ... #UU</p> <p>2 retweets Show Conversation</p> <p>UUWorld Jun 13, 8:29pm via Hootsuite</p> <p>#uu in the media: Midwest UUs celebrate marriage equality, and other UUs in the media owl.li/2lbS6g</p> <p>Retweeted by RevMelanieNOLA and 1 others</p> <p>UUWorld Jun 13, 8:29pm via Hootsuite</p> <p>#uu in the media: Midwest UUs celebrate marriage equality, and other UUs in the media owl.li/2lbS6g</p> <p>Retweeted by nwlidner2901 and 1 others</p> <p>UUWorld Jun 13, 2:35pm via Hootsuite</p> <p>Room to be both Jewish and #UU: owl.li/xYsq (from "Jewish Voices in Unitarian Universalism" owl.li/xYtqF)</p> <p>Retweeted by Waiting4Thunder and 1 others</p> <p>UUWorld Jun 13, 2:35pm via Hootsuite</p> <p>Room to be both Jewish and #UU: owl.li/xYsq</p>	<p>LoveistheWork Jun 14, 4:54pm via Twitter Web Client</p> <p>G-d is in everyone & everywhere. #MySixWordStoryofFaith (Pt. 2) #UU</p> <p>LoveistheWork Jun 14, 3:51pm via Twitter Web Client</p> <p>Love inward, outward, & in between. #MySixWordStoryofFaith Practicing #witness #holdingyou #MakingSpace4U</p> <p>UUKady May 03, 3:17pm via Tweetbot for iOS</p> <p>Be noble. You're made of stars. ~ Serbian Proverb #MySixWordStoryofFaith #Unitarian #Universalist</p> <p>Retweeted by LoveistheWork and 5 others</p> <p>nurya May 03, 7:56pm via Twitter for iPhone</p> <p>God keeps welcoming me. You're invited. #MySixWordStoryofFaith</p> <p>Retweeted by LoveistheWork and 1 others</p> <p>TheresaNovakUU May 03, 6:07pm via Twitter for iPhone</p> <p>Do justice love mercy walk humbly #MySixWordStoryofFaith</p> <p>Retweeted by LoveistheWork and 8 others</p> <p>MissKateMadison May 03, 8:02pm via Twitter for Android</p> <p>I belong here. You do, too. #MySixWordStoryofFaith #UU @uuplanet</p> <p>Retweeted by LoveistheWork and 4 others</p> <p>revmolly May 03, 9:43pm via Twitter Web Client</p> <p>Life is beautiful, terrible. Love wins. #mysixwordstoryoffaith</p>



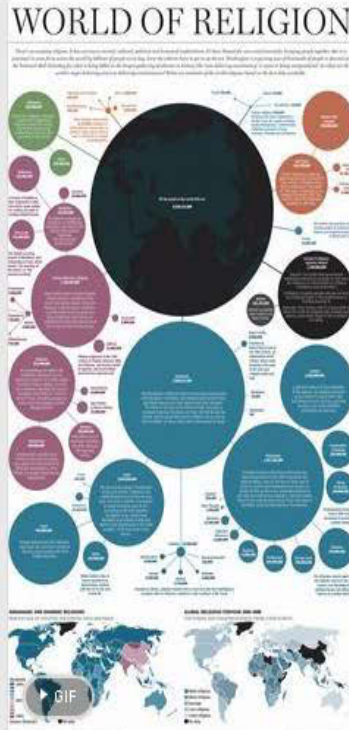
UUism on Pinterest



UU meme, lol

★7 ♥1

Pinned from
quickmeme.com



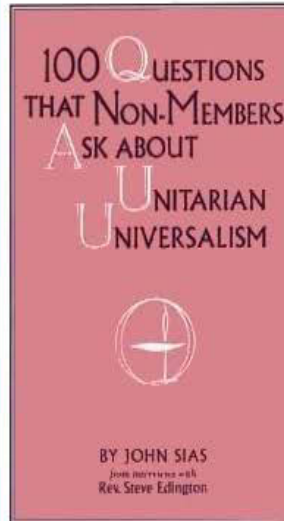
The giant map of world religions

★2

INFOGRAPHIC: A Huge Map Of The W...
businessinsider.com

The Seven Principles of Unitarian Universalism

A FREE and RESPONSIBLE
search for
truth and meaning.



100 questions - ANSWERED!

★2

Pinned from
uunashua.org

The Seven Principles of Unitarian Universalism



UUA President Rev. Peter Morales
and Rev. Eugene F. Rivers III stand
on the side of love.

Pinned from
standingonthesideoflove.org

The Seven Principles of Unitarian Universalism

#1 The inherent
worth & dignity
of EVERY person



Unitarian Universalism first principle

★3 ♥1

Everyday

Pinned by pinner



Tree of Contemplative Practices

The Center for Contemplative Mind in Society
www.contemplativemind.org

★2

Pinned from
contemplativemind.org

The Seven Principles of Unitarian Universalism

The right of *conscience* and
the use of the *democratic process*
within our congregations
and in society at large.

#5



UUism on Google+



Unitarian Universalist Congregation of Santa Fe

Shared publicly - Mar 9, 2012

Welcoming Diversity

Unitarian Universalists are dedicated to living our faith and practicing what we preach. Working for civil rights and combating oppression are essential parts of our spiritual journey. Our history includes notable abolitionists from the 1700s and 1800s, members of color as early as 1785, the first ordained minister of color in the U.S., founders of the 1960s voting rights movement, and more.

Working for justice today in ways that resonate with our protecting our environment to advocating for full civil gay, lesbian, and transgender people. For decades statements have supported equality for all people, gender or sexual orientation, age, or ability.

A faith community that encourages I supports you on your journey. Unitarian gations are places where people gather to nurture their faith into action by helping to make our the world—a better place.

uufc.org/join-us-on-sunday/getting-to-know-city



Unitarian Universalist Fellowship of Blair County

Shared publicly - Jul 5, 2012

Want to connect with us everywhere? Check us out on Facebook as well!

Unitarian Universalist Fellowship of Blair County Facebook

<https://www.facebook.com/pages/Unitarian-Universalist-Fellowship-of-Blair-County/>

+1



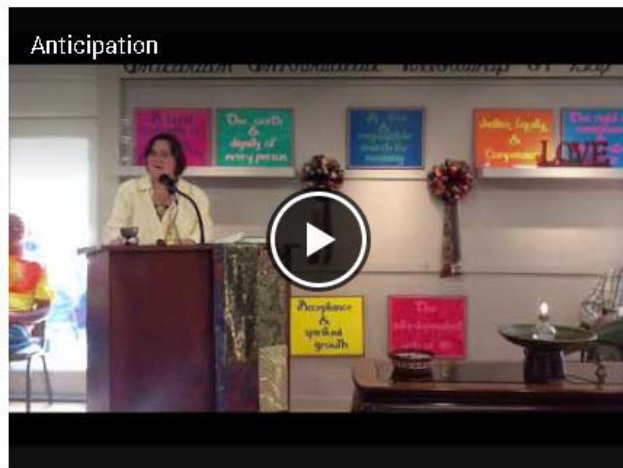
Add a comment...



Unitarian Universalist

Shared publicly - Dec 5, 2013

Anticipation



+1



Add a comment...



Unitarian Universalist Fellowship of Clemson

Shared publicly - Aug 17, 2012

MIDWEEK NEWS MAILING LIST IS CHANGING!

We will be switching from the YahooGroup to Constant Contact in September. If you want to continue to receive the UUFC's weekly updates, you will need to sign up for the new MidWeek News mailing list. You can sign up using the link below.

Unitarian Universalist Fellowship of Clemson : Mailing List Signup

visitor.r20.constantcontact.com

Add a comment...

+1



Add a comment...





UUism on Facebook



First Parish Church in Taunton

14 hrs · 🌐

First Parish lost a family member last weekend with the passing of Reverend Dorothy Boroush in Englewood, Colorado. Over many years in the Ballou Channing District, Dorothy served as District Executive as minister and interim minister to many of our district congregations. Recently, Dorothy stepped up to serve as acting minister to First Parish Church in Taunton, her home congregation, when the church was a full-time minister between 2009 and 2012. Dorothy's kind and gentle presence will be missed by all who knew her.

Like · Comment · Share · 👍 1 💬 4



UU Young Adults for Climate Justice shared Fossil Free's photo.

12 hrs · 🌐

Amazing news!! Will the UUA be the next institution to divest from the fossil fuel industry? Let's hope so!

University of Dayton



DIVESTS
FROM FOSSIL FUELS!

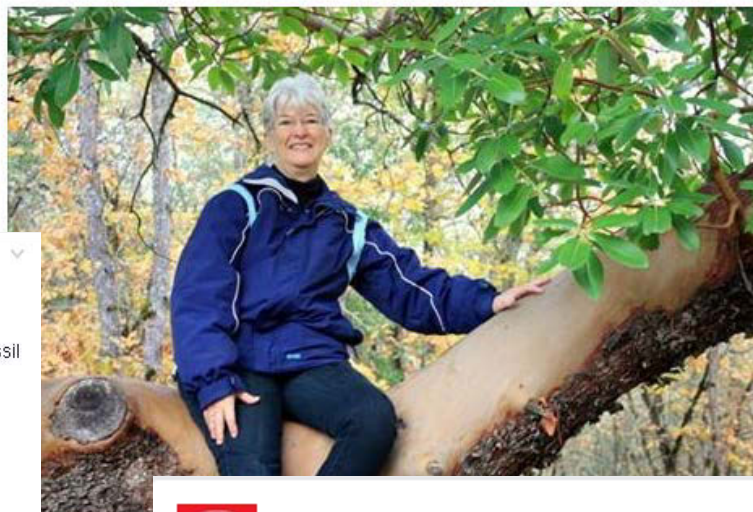
Fossil Free



Rogue Valley Unitarian Universalist Fellowship ▶ 12th Annual RVUUF Women's Retreat

June 23 at 8:20pm · 🌐

Pictures from prior Women's Retreats



Allen Avenue Unitarian Universalist Church

14 hrs · 🌐

Have you signed up to lead RE next year? There are two ways you can get involved. Become a guide. Sign on for three months with one age group. Get to know the kids but no need to plan or prep a lesson. Or if you prefer become a workshop leader and share a special interest or skill rotating through each age group for a month. One lesson to prepare tweaked each week to meet the needs of the different groups. If interested contact me or another RE committee member.

Like · Comment · Share · 👍 1 💬 4



Channing UU Church - Edmond, OK shared The Mind

Unleashed's photo.

8 hrs · 🌐

How funny is this....July's theme is Forgiveness....just saying.

Apologizing
doesn't always
mean you are wrong
and the other
person is right.
It just means
you value your
relationship more
than your ego.

or and 17 others



Guest Presenters for this Workshop



Meg Riley
Senior Minister
Church of the
Larger Fellowship
megriley@clfuu.org



Chris Walton
Executive Editor
UU World
cwalton@uua.org



Nora Rasman
Campaign Coordinator
Standing on the Side of
Love
nrasman@uua.org



How do we deepen our engagement online?

Content, content, content

Curation, not creation



Getting Strategic to Deepen Engagement

Organizational use is not the same as
personal use of social media.

Planning

Patience

Transparency



Planning

Set goals and say them out loud.
Better yet, write them down.

Designate multiple administrators for each platform.



Planning

What makes good content?

- Hearts, not heads
- Anger, anxiety, and awe
- Spiritual content
 - Meditations, poetry, personal stories, theological guidance, pastoral messages, tough questions, miracles great and small



Planning

- Did I mention images?
 - UU Stock Photo
www.flickr.com/groups/uustockphoto
 - UU World's Flickr account
www.flickr.com/photos/uuworld
 - SSL's Flickr account
www.flickr.com/photos/standonthesideoflove
- Permissions!
 - www.uua.org/communications/video/192275.shtml



Patience

- **Get to know your audience**
 - Well-timed and timely content
- **Grow your audience by reaching out to newcomers**
- **All social media platforms are public**
 - We are all ambassadors for our faith



Unitarian Universalist Association

February 14 · 🌐

UUA President Rev. Peter Morales announces the new logo of the Unitarian Universalist Association. He says, "The dramatic shifts in today's religious landscape demanded that UUA leadership take an in-depth look at our strategic communications and how effectively our voice is breaking through the competing noise of our high-tech society... Today, I am excited to share with you one of the tools in an ongoing process of improved communication strategies, the Unitarian Universalist Association's new logo."

Read the full message from the UUA President.



Announcement: The UUA Brand Story

Dear Friends, The Unitarian Universalist Association (UUA) is making changes—changes to where we do our work, how we do our work, and how we tell the story of our Unitarian Universalist movement to the wider world.

UUA.ORG

Like · Comment · Share · 👍 362 💬 167 ➦ 101



Barbara Babette Warren This looks like a uterus.

February 14 at 8:08am · Edited · Like · 👍 40



Sue Hausmann Henshaw spending money on a "top notch branding agency" is almost sinful, imho...

February 14 at 8:27am · Like · 👍 16



Jennifer Dunton Sachan Vagina!

February 14 at 8:28am · Like · 👍 10



Rick Taylor Looks like someone sticking out their tongue to swallow a candle.

February 14 at 8:28am · Like · 👍 8



Craig Fredlund Gah - can they sound any more corporate?

February 14 at 8:29am · Like · 👍 12



Linda Clark It doesn't fit well on the Facebook page.

February 14 at 8:29am · Like · 👍 8



Elizabeth Curtiss *almost* sinful?

February 14 at 8:29am · Like · 👍 3



Raquel Reyes I wish they had stuck with blue or teal. The Pinkish Red is well..... very gyn/ob.

February 14 at 8:43am · Like · 👍 15



Tony Taylor I love it! it is modern, powerful, and engaging. I will be announcing this this Sunday!

February 14 at 8:45am · Like · 👍 2



Laurel Garcia Colvin Waste of time, energy, money, focus, creating the illusion of progress without actual progress. It is not about making us feel better, it is about getting others to want to be with us.

February 14 at 8:46am · Like · 👍 9



Stephen Kadar Jr. Mixed feelings...

February 14 at 8:47am · Like · 👍 2



Michael Hebert I "vote" NO. I much prefer the double-circle flaming chalice as a symbol, much more meaning in it than this logo... Did you folks focus-group this?! Looks like change for change's sake,

February 14 at 8:49am · Like · 👍 13



Steve Perkins My goodness, it looks like Minnie Mouse sexting a photo to Mickey on SnapChat! That's ONE way to reach out to young people, I guess...

February 14 at 10:43am · Like · 6



David Provost I think it's ugly. What were you guys thinking!?

February 14 at 10:44am · Like · 5



David Freiman Why is there a rocket shooting down? That is the first thing that comes to my mind when I look at it.

February 14 at 10:47am · Like · 7



Ryan Novosielski What bothers me is that our old logo was at least recognizable. The flaming chalice is our thing. As a small denomination, it took us a long time to even get noticed. Now we're hiding ourselves by changing our logo to something no one will recognize?

February 14 at 10:47am · Like · 13



Jeffery Lensman Some organizations are successful at instituting change that affects everyone. Others are not. Even if the change may be controversial, there are ways to garner acceptance during the change process.

February 14 at 10:47am · Like · 2



Matthew Lockard <http://www.merriam-webster.com/dictionary/phallus>



Phallus - Definition and More from the Free Merriam-Webster Dictionary

www.merriam-webster.com

Definition of phallus from the Merriam-Webster Online Dictionary with audio pronunciations, thesaurus, Word of the Day, and word games.

February 14 at 10:51am · Like · 2 · Remove Preview



Cynthia Eden Strong flame. I like it!

February 14 at 10:55am · Like · 1



Joe Sturgill A first glance I thought it was a characterization of a devil. we could do better.

February 14 at 11:08am · Like · 4



Cynthia Hart Hey Joe, there is no devil! Are you really a UU

February 14 at 11:09am · Like · 2



Kei Hopkins-Lutz I hate the idea of "rebranding" as if we're a product on a shelf. Those consulting agencies rarely give a crap about whether their suggestions work, as long as the client is happy with it. Why did we need the initials in the logo? It just makes it look like a shield, which suggests landed gentry, and on top of that, the logo design DOES look like a vulva, not a chalice. And it fades from red to hot pink to peach. Who in haberdashery decided on THOSE colors!? It just makes it look MORE like an engorged vulva!

The old one had two spheres merged with rays coming out from it, and a flaming chalice at the center. It was clean, simple, and attractive.

This one doesn't represent the traditions, the heritage, or the ideals. It just looks like someone with no idea about UU wanted to give us a mediocre, abstract logo.

We don't need letters in our logo. I'm just disgusted with this, because it looks like a rip off of the Presbyterians' logo, and that one's almost as old as I am. What 'dramatic changes in the religious landscape' are there that we needed all this garbage the UUA is shoveling?

I'm now terrified by what your survey panels will be telling us about what we should do with our religion, given that those sample groups are usually the most unreliable sources of real, honest reactions! This wouldn't entice me to find out more. It would make me think absolutely nothing of the group and its traditions, and keep right on walking. The old logo made me stop and take notice, because it was so dramatically different!

February 14 at 9:14am · Like · 9



Michael Caulder As someone who is not affiliated with the UUA in any way, other than a near lifelong friend happens to be a minister, and who only saw this post because said friend commented on it, my immediate impression was, "Oh right, a chalice, and a flame, and oh, there's a UU." It was only after I read the comments, looking for my friend's impression of it, that I realized people might mistake it for female genitalia, or a flaming pitchfork, or whatever.

February 14 at 10:02am · Like · 8



Transparency

- The whole organization should know when you adopt a new tool.
- Have a content management policy that is public
- Feel empowered to delete!
- Feel empowered to ban people!
 - Trolls are real!





Transparency

The UUA's content moderation policy is included in the About section of our Facebook page. You may adapt our policy for your own use, or see other examples:

www.uua.org/communications/facebook/192278.shtml

Our blog commenting policy:

www.uua.org/communications/blogs/189409.shtml

Tips for engaging in civil discourse online, based on our 7 Principles:

www.uua.org/communications/199425.shtml



Lateral Learning/Continuing Education

UU Facebook Labs & Groups

- UU Media Collaborative
- UU Blogger's Workshop
- UU Social Media Lab
- UU Growth Lab
- UU Stewardship Lab
- UU Website Lab
- UU Evangelists Lab
- UU Communications Lab

Resources from

uuplanet.org:

- UU Gotta Tweet at #UUAGA Video Crash Course
- Directory of UU Labs on Facebook
- UU Twitter Hashtag Directory



QUESTIONS?

COMMENTS?