

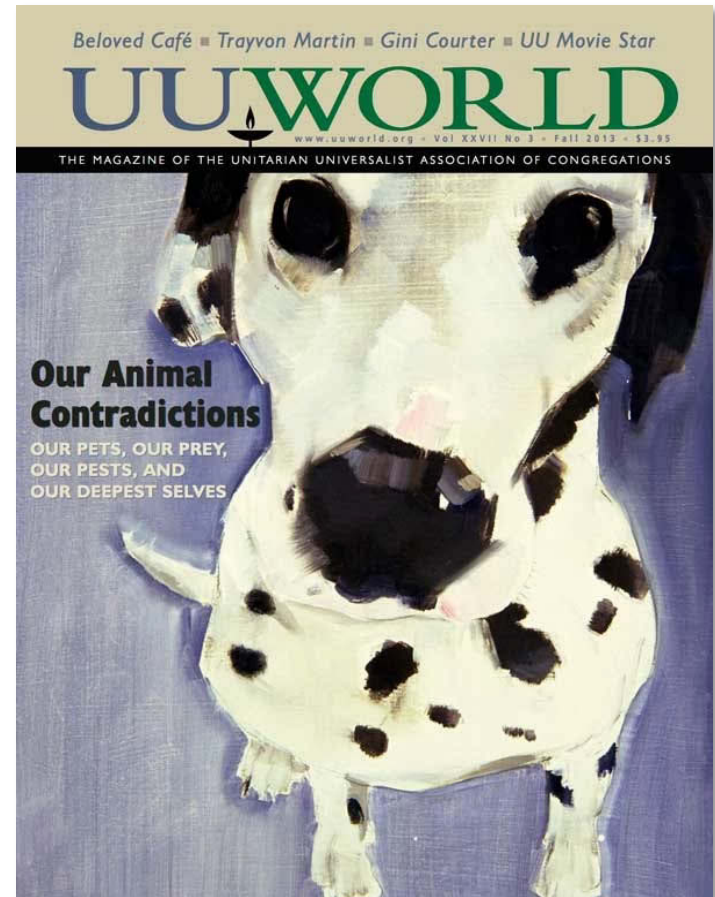
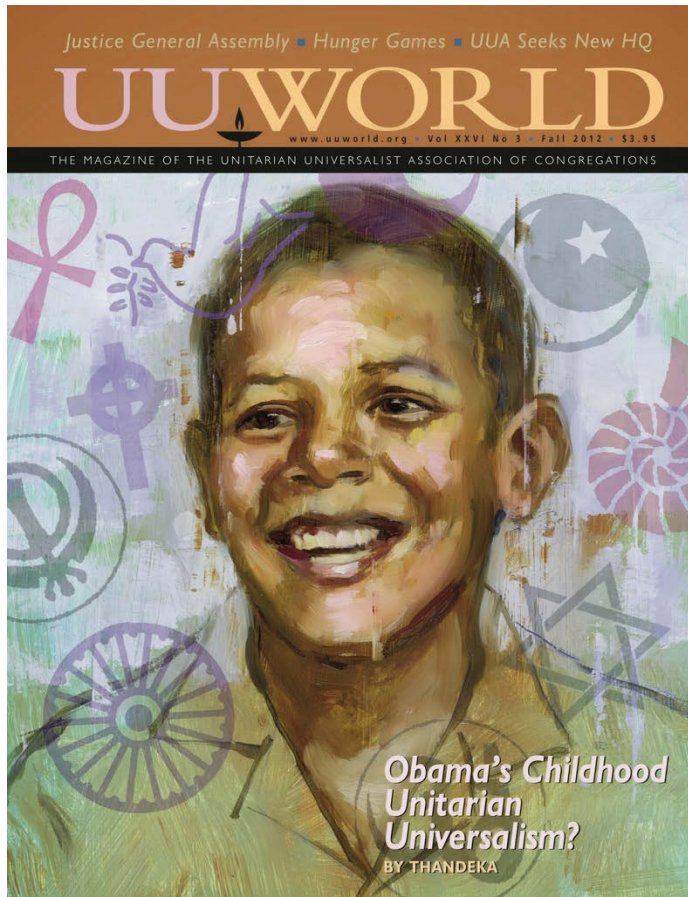
UU WORLD GETS SOCIAL

ALL COMMUNICATION IS SOCIAL

EVERYTHING WE SAY AND DO IS SOCIAL

**SHARE WHAT
MATTERS**

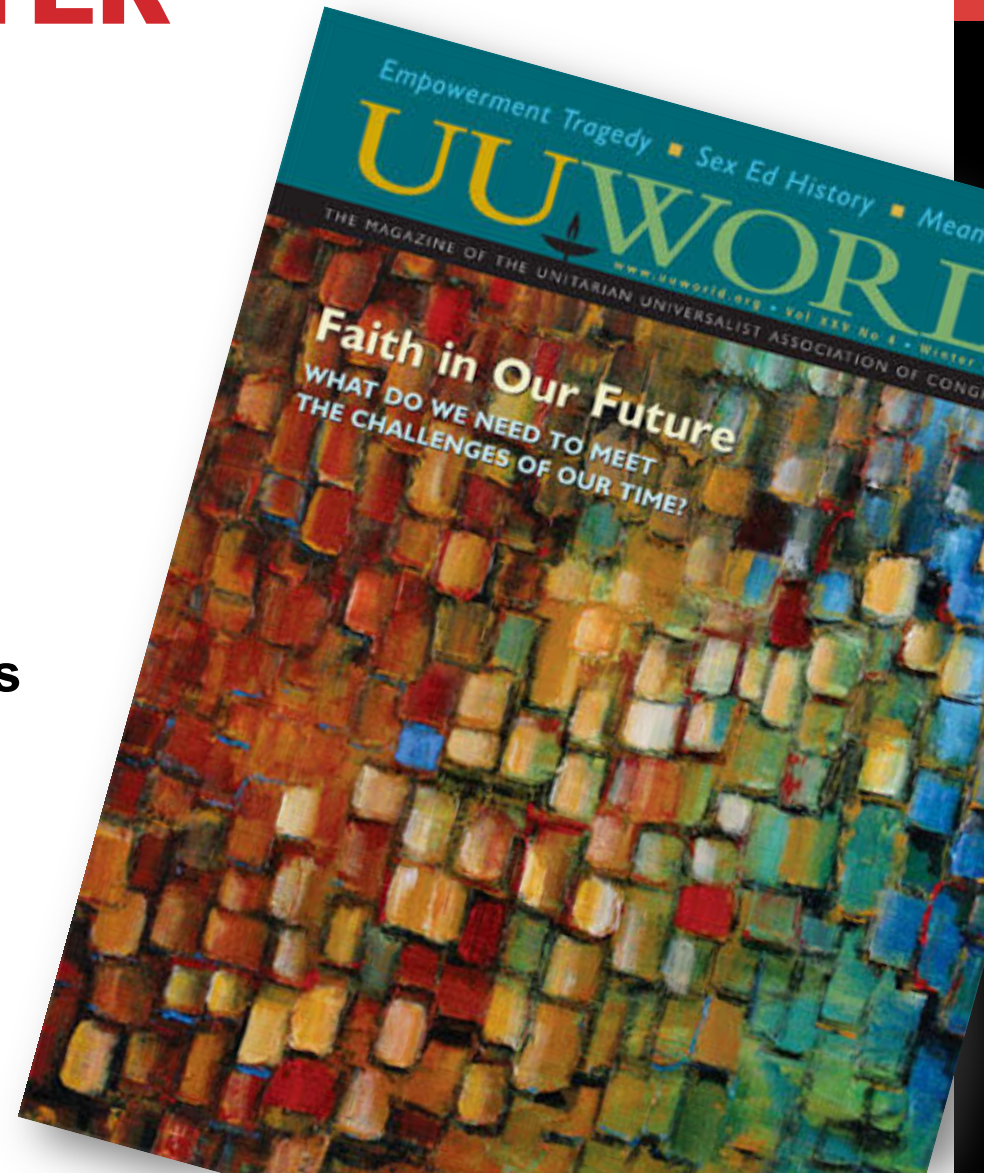
IS SOME COMMUNICATION FOR MEMBERS ONLY?



THAT'S OKAY! MEMBERS MATTER

The UUA publishes a magazine as a membership benefit.

- ◆ 126,000 households
- ◆ Generous givers
- ◆ Already engaged
- ◆ Current, former, future leaders



MEMBERS REACH OUT

They share what they value.

- ◆ Give a copy to a friend
- ◆ Buy a gift subscription
- ◆ Share clippings
- ◆ Leave in public places

They're inspired by what they receive.



THE PROBLEM

**BUT MEMBERS
ARE ALREADY
MEMBERS**

THE GOOD NEWS

**THE MESSAGE
IS WORTH
SHARING**

UU WORLD'S AUDIENCE IS THE UUA'S MEMBERSHIP

According to our 2013 readership survey:

- ◆ Almost half of UUA members are over 65
- ◆ Almost three-quarters are women
- ◆ 63% have a graduate or a professional degree
- ◆ 43% are retired
- ◆ Average reported household income is \$98,500

Learn more: “Meet Our Readers,” uuworld.org/currentissue.html

UU WORLD'S AUDIENCE IS COMMITTED AND DISCONNECTED

More from our 2013 readership survey:

- ◆ **Two-thirds have served as a leader in their congregation**
- ◆ **And almost all gave to their congregation last year**
- ◆ **But only one in four has attended General Assembly**
- ◆ **86% have never or rarely visited UUA.org**

Learn more: “Meet Our Readers,” uuworld.org/currentissue.html

THE GOOD NEWS

**THE MESSAGE
IS WORTH
SHARING**

SOCIAL MEDIA, OLD SCHOOL

We launched uuworld.org, with almost everything from the print magazine, plus greatly expanded news coverage, a weekly email newsletter, and RSS, way back . . .

in 2005!

The screenshot shows the homepage of uuworld.org. At the top, there is a logo for "liberal religion and life uuworld.org" and a banner for "Different beliefs... One Faith." with a photo of two women. Below the banner is a navigation bar with links for "About Us", "Subscriptions", "Advertising", and a search bar. The main content area is divided into several sections. On the left, there is a sidebar with links for "Spirit", "Ideas", "Life", and "News", and a section for "Current Issue" and "Previous Issues". The central section features a "Continuing coverage: Hurricane Katrina" banner, a "Featured Story" titled "Competing worldviews of fundamentalists and religious liberals" by Doug Muder, and a "News" section with a story about a New Orleans church gathering. To the right, there are sections for "Spirit" (Repression of the sublime), "Ideas" (Two new books about the urge to mend), and "Life" (Don't just say no). At the bottom right, there are advertisements for "Get email updates from uuworld.org!", "ADVERTISING" (Find a UU B&B), "uu me! kids!", "BOOKS that fit YOUR VALUES", and "GIVING & GENEROSITY".

liberal religion and life
uuworld.org

Different beliefs... **One Faith.** Learn more...

About Us | Subscriptions | Advertising | Search Powered by Google™

Spirit
Ideas
Life
News

Continuing coverage: Hurricane Katrina

Featured Story

WE CHOOSE

Competing worldviews of fundamentalists and religious liberals
IDEAS: Why are fundamentalists so frightened by liberal family values? A look at competing worldviews.
By Doug Muder 9.12.05

Spirit
Repression of the sublime
To realize your potential you must recognize your gifts.
By Marilyn Sewell 8.29.05

Ideas
Two new books about the urge to mend
What can we do to help?
By Victoria Safford 9.6.05

Life
Don't just say no
Abstinence-only programs hurt kids and society.
By Cynthia Kuhn 8.14.05

Unitarian Universalists in the Media
Fuel frustrations, Katrina commentary, and more
News Blog 9.9.05

News
New Orleans church gathers by conference call
Growing UUA-UUSC hurricane relief fund raises \$857,648; anonymous donor gives \$100,000.
By Donald E. Skinner 9.13.05

UUu see progress in California gay marriage vote 8.12.05

Current Issue
Previous Issues

Published by
UNITARIAN
UNIVERSALIST
ASSOCIATION OF
CONGREGATIONS
www.uua.org

Get email updates from uuworld.org!

ADVERTISING

FIND A UU B&B
UUWORLD.ORG
CLASSIFIEDS

uu me! kids!

BOOKS that fit YOUR VALUES

GIVING & GENEROSITY

FOR MORE THAN MEMBERS

We designed our website to reach beyond members, using the social media of the time:

- ◆ Search engines bring people to the message
- ◆ Online readers have even more ways to share, via email



MORE WAYS TO SHARE

Over time, we incorporated new social media tools:

- ◆ **Printer friendly**—because people wanted to share articles the old-fashioned way!
- ◆ **te!! A Friend**—a pop-up menu of social media networks
- ◆ **Comments**—using the social media-enabled Disqus plugin

(None of this is cutting edge any more.)



Adaptation and defiance

Climate change requires adaptation, but it also calls for defiance.

By Jeffrey A. Lockwood

Summer 2013 5.15.13

The forests of the West are preternaturally red. Not the red of spilled blood or stop signs. Rather, a post-industrial, city-grimed, rusty red. Having succumbed to the onslaught of bark beetles, the trees are like corpses, disturbing in the recentness of death. Within a few years, however, the red needles fall and the forests fade into a forlorn gray as life dissolves into leftovers. By the time a sun-bleached tree comes to resemble the chalky bones of a deer, the beetles have long since moved on—and we have become resigned to death.

The bark beetles are native to the West and their outbreaks are familiar. What's worrisome now is the scale. Sometimes big is more than just different—ask the

[Printer friendly version](#)
[E-mail this article](#)

te!! a Friend [f](#) [t](#) [M](#) ...

RELATED RESOURCES

[Unitarian Universalist
Ministry for Earth.](#)
Unitarian Universalist
Ministry for Earth offers
an environmental film

THE POINT IS

**SHARING IS
THE POINT**

UU WORLD ON FACEBOOK



UU World
Religious Organization

Timeline About Photos

22,265 likes

magazine of the Unitarian Universalist
ciation



UU World
June 12 at 8:35pm · 🌐

In this excerpt from a new anthology entitled "Jewish Voices in Unitarian Universalism," Jaclyn Kottman writes, "For my brothers and me, religious pluralism was as much a part of our lives as the Southern drawl that flavored our interactions. . . . While many people told me that [our] combination of Judaism and Unitarian Universalism didn't make any sense, so many others encouraged me to embrace the 'and' rather than the 'or.'"



uuworld.org : Room to be both Jewish and UU
Religious pluralism was as much a part of our lives as the Southern drawl that flavored our interactions. By Jaclyn Kottman, 6.9.14 (Summer 2014)
UUWORLD.ORG | BY UNITARIAN UNIVERSALIST ASSOCIATION OF CONGREGATI...

Like · Comment · Share

👍 Donald Wilson, Mary Hannah Stites, Francisco Javier Lagunes Gaitán and 162 others like this.

➦ 59 shares

 **Doe Allen** This is so vivid. "And" seems to be the true connector. Thank you for this post.

UU WORLD ON TWITTER



UU World
@UUWorld

Updates from the magazine of the Unitarian Universalist Association

📍 Boston
🌐 uuworld.org
🕒 Joined July 2009

📷 5 Photos and videos

TWEETS 1,955 PHOTOS/VIDEOS 5 FOLLOWING 207 FOLLOWERS 5,410 [More](#)

[Follow](#)

Tweets Tweets and replies

 **UU World** @UUWorld · 23m
#uu #uuaga: GA 2014 Opens With a Splash - With the colorful congregational banner parade led by Officer Tony Le... owl.li/2IX3xP

  1   

 **UU World** @UUWorld · 3h
#uu #uuaga: 53rd General Assembly is underway - People are sharing their experience of the UUA's 53rd General Ass... owl.li/2IWxjG

Don't miss any updates from **UU World**

Full name

Email

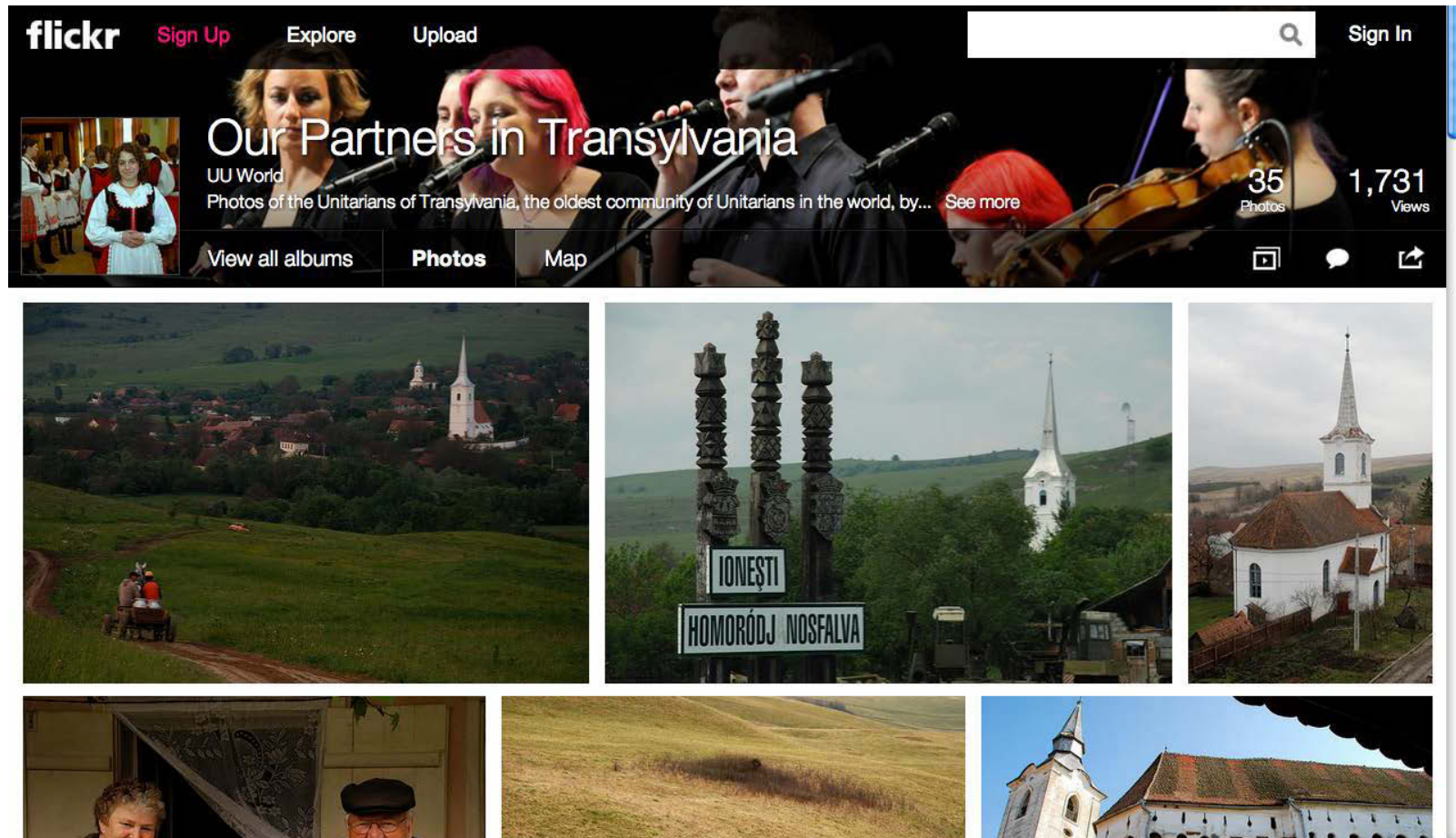
Password

[Sign up for Twitter](#)

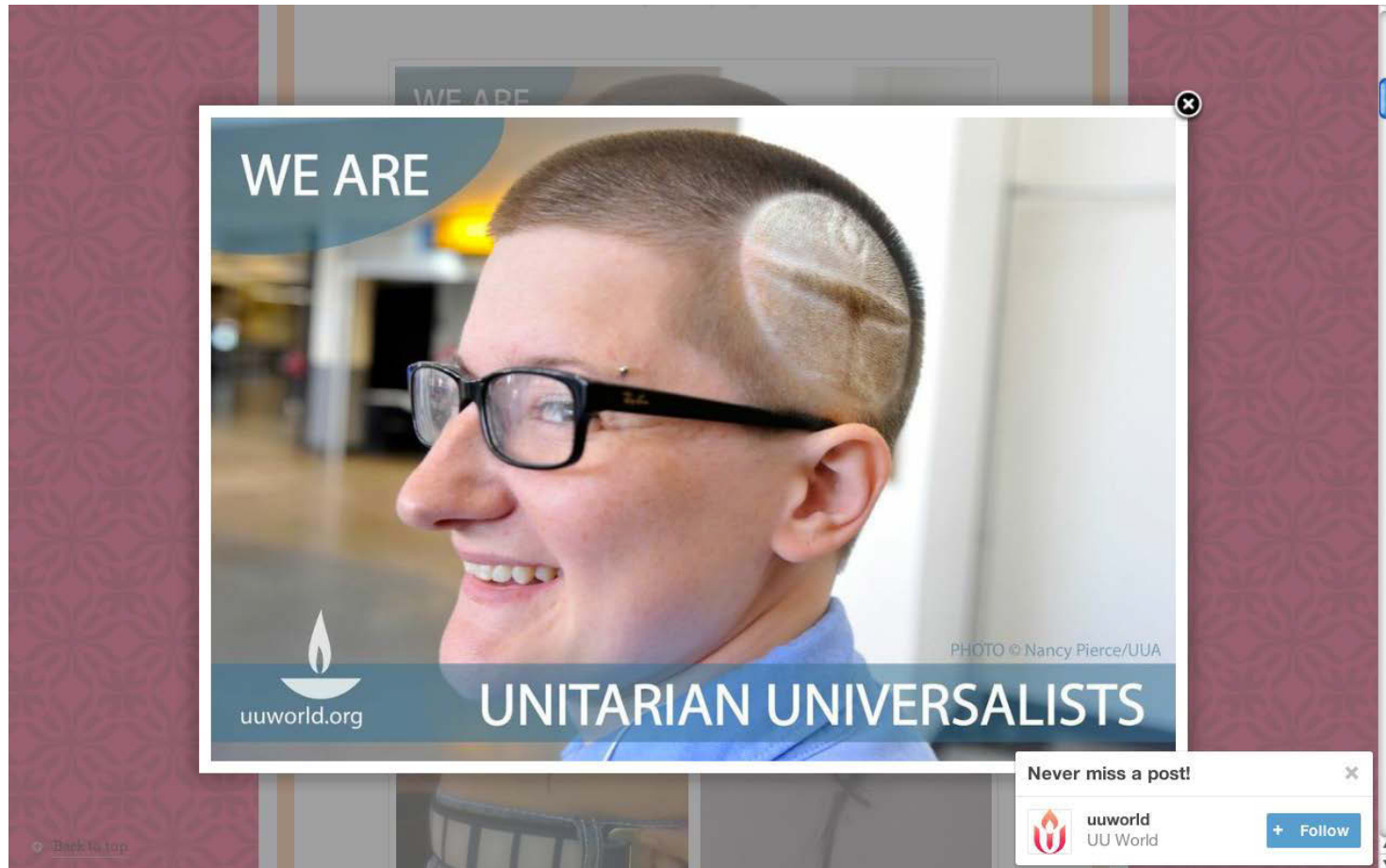
Worldwide Trends · [Change](#)

#ShawnToTop20

UU WORLD ON FLICKR



UU WORLD ON TUMBLR



THE POINT IS

**THE MESSAGE
IS WORTH
SHARING**

UU WORLD, TABLET READY



SHARING IS THE POINT

UU World has **messages** you can share:

- ◆ On your congregation's social media channels
- ◆ In your religious education programs for all ages
- ◆ In your own life

Your congregation has **messages** to share:

- ◆ What inspires you in worship
- ◆ What motivates you to acts of service
- ◆ What needs you mobilize to meet

FOR MEMBERS AND BEYOND

**OUR MESSAGE
IS WORTH
SHARING**