



UNITARIAN
UNIVERSALIST
ASSOCIATION

UUA Board Linkage/ Communications Report

April 2016



Linkage Charge

- The Board's Linkage Working Group therefore is charged to create and maintain a system that insures the UUA's Ends reflect the Sources' values and desired outcomes. The system must include:
 - representational linkage with our Sources, including methodology for linking with each Source;
 - the necessary training and tools to Trustees to enable them to achieve meaningful linkage with our Sources;
 - analysis of feedback from the linkage work with recommendations for appropriate follow-up action; and
 - Board accountability for achieving meaningful linkage and acting on the results.



The Conversations – at General Assembly

- Renewing the covenant task force:
 - what is the big question?
- Suggestions for linkage at General Assembly:
 - 3 Facilitated Groups
 - Each ground takes a single End statement and answers the question:
 - what stories do you bring that live out this end



The Conversations – and Beyond

- Other avenues of linkage:
 - Surveys
 - Facilitated online discussion groups
 - Focus groups
- Resources needed:
 - Board training for facilitated discussions and multicultural competencies
 - Online discussion group model
 - UUA IT resources



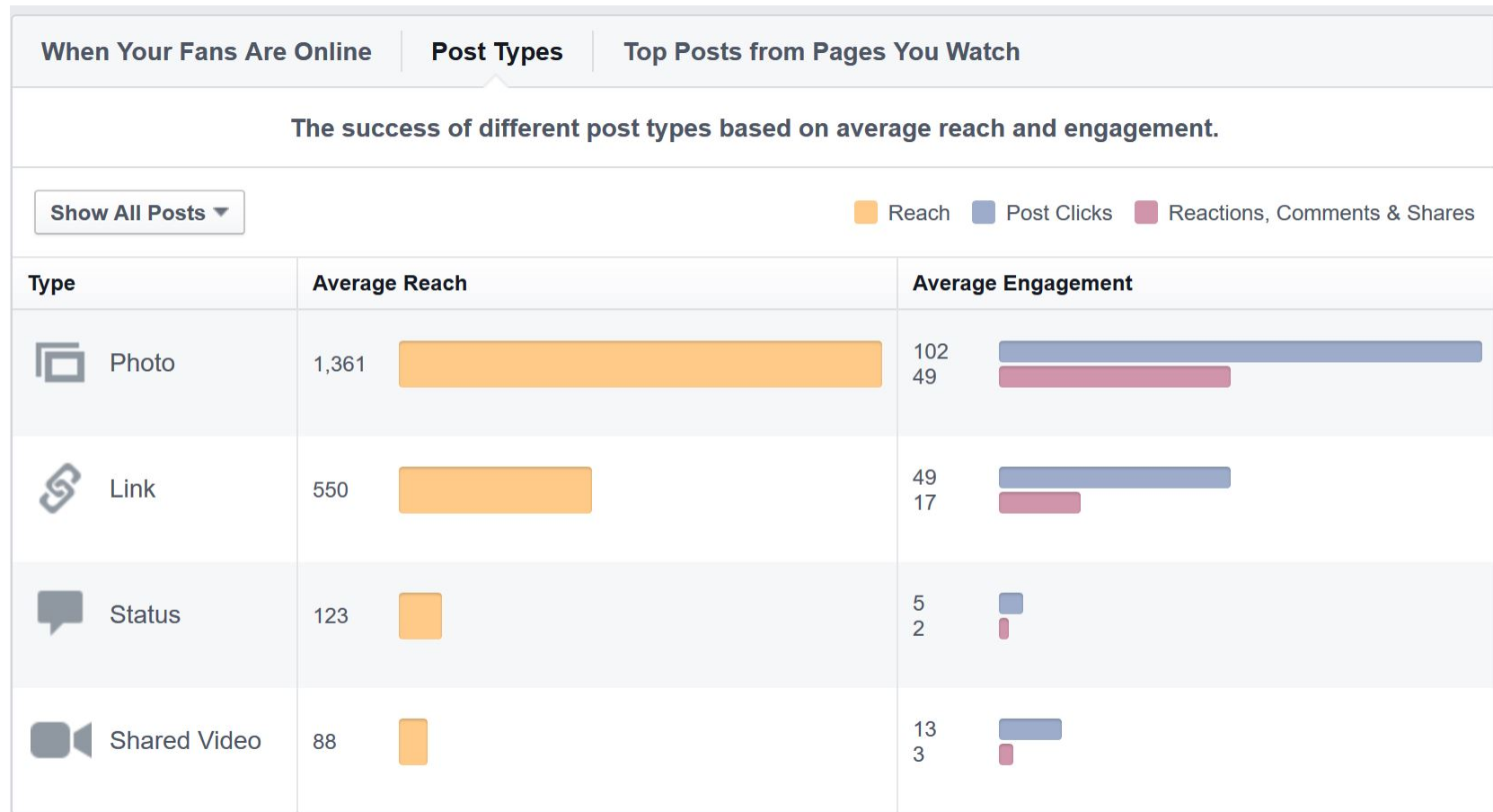
Communications

- **General Assembly**
- **Video Streaming**
- **Website**
- **Facebook**
- **Twitter – individual accounts**
- **No current account:**
 - **Snapchat**
 - **Instagram**
 - **Twitter**



Communications - Facebook

What we do and how we do it matters:






































Communications - Facebook

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/13/2016 5:49 pm	 The UUA Board of Trustees welcomes our 2016-2018 Youth Observers			222	21 14	Boost Post
04/08/2016 4:43 pm	 Join the UUA Board of Trustees at General Assembly 2016!			88	13 3	Boost Post
03/29/2016 11:09 am	 Scholarship Funds available!! Get your application in by March 31			2.5K	92 93	Boost Post
03/18/2016 12:33 pm	 The UUA Board of Trustees is one of several scholarships granted to			147	11 2	Boost Post
03/02/2016 3:02 pm	 Have you been to General Assembly and have a great story to share?			539	56 19	Boost Post
02/24/2016 1:00 pm	 Statement from Moderator Jim Key regarding UUA Presidential Candidates			649	137 10	Boost Post
02/24/2016 11:03 am	 Welcome, Denise Meyer Rimes!			4.7K	257 178	Boost Post
01/23/2016 8:10 pm	 ".....imagining a future for our association in which congregations			945	171 16	Boost Post
01/23/2016 1:03 pm	 UUA Board of Trustees shared Michael Sallwasser's post.			123	5 2	Boost Post
01/23/2016 10:31 am	 Reviewing how the Board is in compliance with our own Board Policies			75	9 6	Boost Post
01/23/2016 9:29 am	 At it again in Boston! Join us at: http://www.uua.org/uuagovernance			63	0 0	Boost Post



Communications - Facebook

01/22/2016 10:41 am	Discussion about UUA President ial nominations, join us! http://ww			91		13 1		Boost Post
01/22/2016 10:14 am	We are in session!			66		5 2		Boost Post
01/22/2016 10:11 am	Trustees meeting has begun! Ch eck us out at http://www.uua.org/			57		2 1		Boost Post
01/17/2016 3:14 pm	Nominees for UUA President			373		79 6		Boost Post
12/19/2015 2:54 pm	The Board of Trustees met via vi deo conference Thursday evenin			1.3K		181 42		Boost Post
11/20/2015 7:09 pm	The Board met last night via vide o conference (Zoom) and receiv			403		24 15		Boost Post
10/24/2015 11:36 am	Some highlights of the Board of Trustees' meeting October 15-17			213		24 5		Boost Post
10/17/2015 6:16 pm	UUA Board of Trustees shared t heir photo.			103		1 2		Boost Post
10/17/2015 1:56 pm	Board of Trustees and Youth fro m Unity Church (St. Paul, MN) a			486		39 34		Boost Post
10/17/2015 9:49 am	Day Three of Board of Trustees meeting! Join us for: 9:15 Govern			72		0 0		Boost Post
10/16/2015 11:36 am	Patrick McLaughlin "APF is abou t sharing with each other in our			83		3 3		Boost Post
10/16/2015 11:11 am	Proposal for sustainable APF (A nnual Program Fund)			111		24 1		Boost Post



Communications - Facebook

Post Details

Reported stats may be delayed from what appears on posts X



UUA Board of Trustees

Published by Jim Key [?] · December 19, 2015 · Beaufort, SC ·

The Board of Trustees met via video conference Thursday evening, December 17 to discuss the composition and charge of the Annual Program Fund (APF) Task Force. At the October meeting, Moderator Key asked Larry Ladd, Financial Advisor, to form a task force to work with President Morales and Director of Stewardship and Development Mary Katherine Morn to "bring to the board a recommendation on how and when to roll out a congregational giving approach that will best sustain the... [See More](#)

1,260 people reached

Boost Post

You, Caleb Leman, Sarah Stewart and 15 others 3 Comments 2 Shares

Like Comment Share

Chronological



Meg Richardson Congratulations, what a great team for the task force!

Like · Reply · Message · 1 · December 19, 2015 at 3:21pm



Denise Varner Beautiful Work

Like · Reply · Message · December 20, 2015 at 1:00pm



Lee Helena Lawrence Thanks for serving, everyone!

Like · Reply · Message · December 20, 2015 at 9:16pm



Write a comment...



1,260 People Reached

42 Likes, Comments & Shares

30 Likes	18 On Post	12 On Shares
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5 Comments	3 On Post	2 On Shares
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7 Shares	5 On Post	2 On Shares
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181 Post Clicks

0 Photo Views	0 Link Clicks	181 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



Communications - Facebook

Post Details

Reported stats may be delayed from what appears on posts



UUA Board of Trustees

Published by Christina Rivera [?] · March 29 at 11:09am ·

Scholarship Funds available!! Get your application in by March 31st and come to General Assembly! <http://www.uua.org/ga/registration/financialaid/scholarships>



Scholarship Opportunities for Attending General Assembly

2016 General Assembly Scholarships There are many different funding sources available via the General Assembly Unified Scholarship Application. General...

UUA.ORG

2,511 People Reached

93 Reactions, Comments & Shares

38 Like	5 On Post	33 On Shares
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1 Love	0 On Post	1 On Shares
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8 Comments	2 On Post	6 On Shares
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46 Shares	43 On Post	3 On Shares
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92 Post Clicks

0 Photo Views	33 Link Clicks	59 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

2,511 people reached

Boost Post



5

1 Comment 43 Shares

Like

Comment

Share



Communications - Facebook

Post Details

Reported stats may be delayed from what appears on posts ✕



UUA Board of Trustees

Published by Christina Rivera [?] · February 24 ·

Welcome, Denise Meyer Rimes!



4,655 people reached

[Boost Post](#)

You, Tandi Rogers, Julian Sharp and 20 others

1 Comment 15 Shares

Like Comment Share

4,655 People Reached

178 Reactions, Comments & Shares

135 Like	23 On Post	112 On Shares
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6 Love	0 On Post	6 On Shares
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1 Wow	0 On Post	1 On Shares
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21 Comments	1 On Post	20 On Shares
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15 Shares	15 On Post	0 On Shares
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257 Post Clicks

110 Photo Views	0 Link Clicks	147 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page