

Orange Coast Unitarian Universalist Church Communication Guide

OCUUC is a welcoming community. We communicate through various vehicles:

The Blast – A weekly email sent to members, friends and anyone who signs up. The purpose is to announce weekly and all congregation programs and announcements.

The Reach – A monthly newsletter that includes thoughts and reflections about our church often written by the president, minister, music director. It also includes the topics of the sermons and write ups by various committees and groups.

Facebook – We have two Facebook pages:

The public page is open to anyone on Facebook. Activities and recordings of services are available. This page is curated by the Communications team. People can interact with us by pressing the message button. - <https://www.facebook.com/OCUUCChurch/>

Private Facebook page is only available to church members and friends. Members of this group can create posts that are relevant to our church and UU principles.
<https://www.facebook.com/groups/OCUUC/>

YouTube – OCUUC Communications team maintains a YouTube channel. Services and other relevant videos are posted here. <https://www.youtube.com/user/OrangeCoastUU/featured>

Instagram – OCUUC has a public facing account. Anyone is able to follow us. Many of the postings are the same as our Facebook page. This is curated by the Communications team. Search for OCUUC while on Instagram.

Other forms of communications:

- Website - <https://ocuuc.org/>
- Pledge program
- Brochures
- Letters
- Slide show presentations
- Handouts

Design Standards

In a nutshell, a style guide helps to ensure a continuous OCUUC experience. It means that no matter how, when or where a someone experiences us, they are experiencing the same underlying traits. It's this consistency across every touchpoint that helps build our brand. Artwork and templates are available on line.

Our logo –



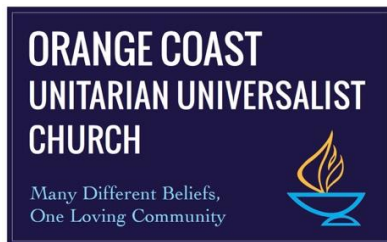
Our logo can be found here:

https://ocuuuc.org/wp-content/uploads/OCUUC_Logo.jpg

This should be included in all forms of communications.

Our tagline logo can be found here:

https://ocuuuc.org/wp-content/uploads/OCUUC_New-Tagline-Logo.jpg



Printed or emailed material – This is a brochure example

WHAT IS UNITARIAN UNIVERSALISM?

Unitarian Universalism (UU) is a theologically diverse religion in which members support one another in the search for truth and meaning. As members of a non-creedal based religious tradition, Unitarian Universalists (UU's) are free to discover their beliefs about theological and ethical issues. Individual UU's may also identify with other philosophical or religious traditions.

MORE ABOUT OCUUC

The OCUUC has served the Orange County community since 1953 by offering a place that welcomes all persons into a diverse, empowering, and caring spiritual community that exemplifies and promotes the Unitarian Universalist Principles.

The mission of the OCUUC is to transform our lives and communities by living our principles.

SOME OF THE PROGRAMS AT OCUUC

- Religious Education for Children
- Adult Religious Education Classes
- Social Justice Action Groups
- Caring Ministry
- Book Discussion Groups
- Social Events and Dinners
- Educational Forums
- Craft Groups
- Zen Buddhist Sangha/Meditation
- LGBT Action Group
- Choir and Musical Groups
- Women's Circle

Information about current programs and classes is available on Sunday at the Program table.

Check the website for a calendar of events.
OCUUC.org

Rev. Stan Whilshire
You may contact our minister at MINISTER@OCUUC.ORG

<https://www.facebook.com/OCUUCchurch/>
[@OCUUC](https://www.instagram.com/OCUUC)
www.youtube.com/OrangeCoastUU

[plus.google.com/+OrangeCoastUnitarianUniversalistChurchCostaMesa](https://www.google.com/+OrangeCoastUnitarianUniversalistChurchCostaMesa)

Sunday Service
10:30 AM
2845 Mesa Verde East
Costa Mesa, CA 92626
714-556-2882
OCUUC.org

Welcome
ORANGE COAST UNITARIAN UNIVERSALIST CHURCH
Pueblo Southwest District of the Unitarian Universalist Association.

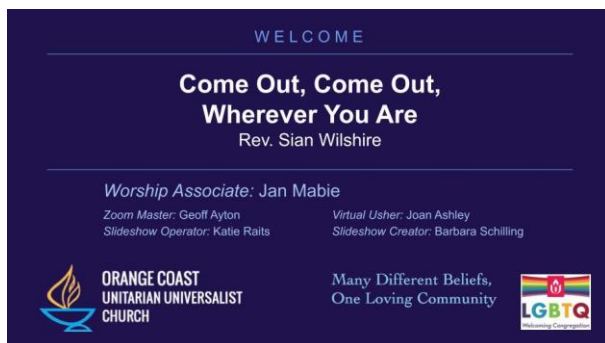
We are a welcoming congregation

Letterhead can be found here:

https://ocuuc.org/wp-content/uploads/OCUUC_Letterhead_2020.docx



Power Point/Google Slides



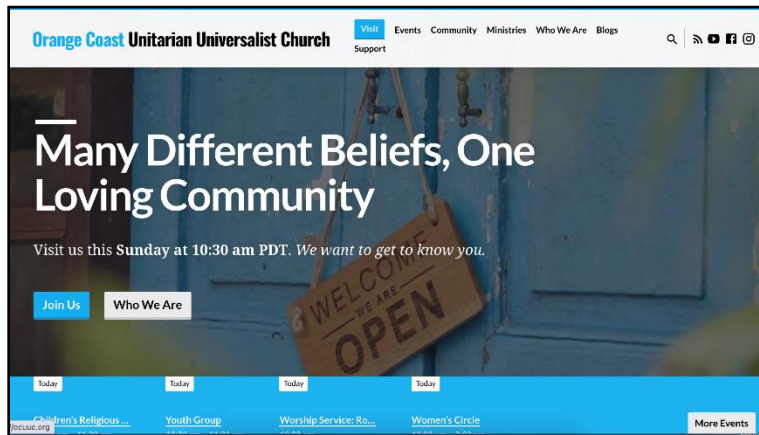
The Blast artwork:



The Reach artwork:



This is the home page for ocuuc.org



How do you get your event published in OCUUC media?

Here you will find a list of email addresses for different publications. Your submission may be edited for length and/or content. Also, the communications team will use discretion with regard to timing, available space and whether or not the event or news is applicable or appropriate for church publications (i.e. unrelated or personal event, etc.).

- blast@ocuuc.org - Submit your announcements to this address to request that they appear in our weekly email Blast that goes out Thursdays to members, friends and subscribing visitors. The deadline is Wednesday at 12 noon each week.
- reach@ocuuc.org - Submit articles to this address for our monthly newsletter The Reach. The deadline is the 25th of the month.
- admin@ocuuc.org - Submit brief announcements to this address for inclusion in the printed Order of Service Announcements distributed at the Sunday Service. The deadline is Tuesday afternoon.

If you are on **Facebook**, you may post your event in [OCUUC's Group](#)!

And please share any of our events or messaging on your social media page!

Want to host an event or start a program?

OCUUC is a vibrant community with many events going on throughout the week. To help you schedule your events and ensure everyone knows about them you can use the following guide for tips.

1. A write up of all new programs and events needs to be emailed to VP of Programs at programs@ocuuc.org . These will be reviewed by VP of Programs and the President.
2. Determine a good date and time.
 - Find dates and times that work for members of your group/committee (avoid holidays that might take people out of town).
 - Check the [OCUUC calendar](#) for conflicting events
 - Check with [Sarah](#) Jones (our church administrator) to see if there are other conflicts. Some events may have been scheduled that are not on the public calendar. Sarah Jones can help you find a location at the church that is not in use by others.
3. Once you find an optimal, minimal-conflict date and time, get your event on the calendar.
 - Email [Sarah](#) Jones to get your event on the calendar. Provide the following information:
 - Title of event
 - Start/end date and time
 - Recurrence information (if your event happens every Thursday, like choir practice, for example)
 - Room/location where event will take place
 - A clear, concise description of the event
 - Contact person for the event
4. Publicize your event in the BLAST, the Sunday Order of Service, Facebook, and possibly the REACH with the event information from step 2 above. For more information check out the [Communications page](#) or in this document. You can also prepare flyers, send emails to interested people, and invite the wider public to your event by submitting an event at <https://www.ocregister.com/events>, and clicking on “Add a Listing.”