

Orange Coast Unitarian Universalist Church Communications 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.

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>

Podcast/Sunday Sermons – The weekly sermons are posted as a podcast. Listen anytime, anywhere on your favorite podcast platform - Apple Podcasts and Amazon Music. Just search for OCUUC and hit "Follow" to stay up to date.

Instagram – OCUUC has a public facing account. Anyone is able to follow us. Many of the postings are the same as our Facebook page. Search for OCUUC while on Instagram or here. <https://www.instagram.com/ocuuchurch/>

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 –



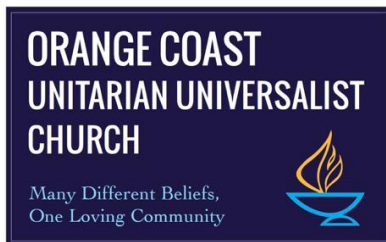
Our logo can be found here:

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



Letterhead can be found here:

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



Power Point/Google Slides

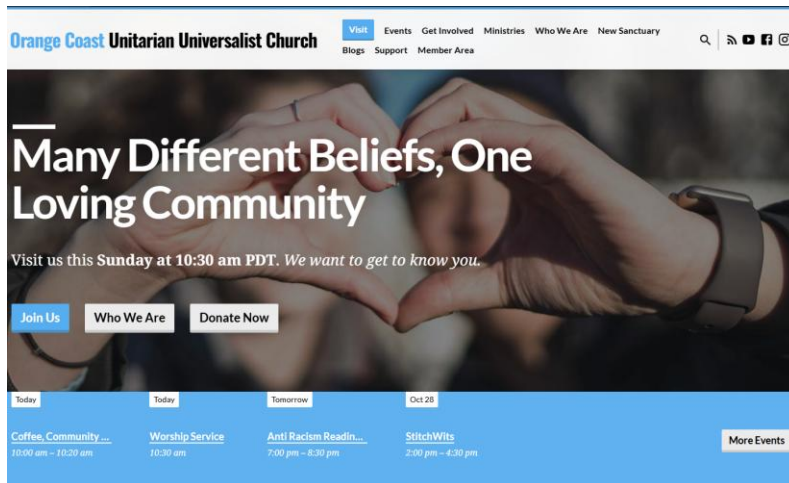
A presentation slide titled "Welcome to OCUUC" with the subtitle "Many Different Beliefs One Loving Community". The slide features the church logo on the left and an LGBTQ+ "Welcoming Congregation" logo on the right. The main heading is "Participants in this Morning's Service". Below this, a list of roles and names is presented in two columns. The roles include Pastoral Care Associate, Welcome Table, Caring Ministry, Elementary Class Leaders, OWL Class Leaders, Nursery Workers, Zoom Usher, Audio Engineer, Camera Operator, Slideshow Creator, Slideshow Operator, Onsite Ushers, Special Music, and Flowers Arranged by. The names listed are Judith Stamper, Franci Coleman, Paula Petersen, Linda Spery, Nina Smith, Maria Goode, Jacques Kilchoer, Joël Kilchoer, Emma Kilchoer, Marilyn Frenz, Avery Brown, Liz Kamper, Jacques Kilchoer, Patrick Bui, Abby McGuire, Eric Noel, Beth Mason, Sandie Martin, and JoLynn Ibáñez.

Pastoral Care Associate: Judith Stamper	Zoom Usher : Marilyn Frenz
Welcome Table: Franci Coleman	Audio Engineer: Avery Brown
Caring Ministry: Paula Petersen	Camera Operator: Liz Kamper
Elementary Class Leaders: Linda Spery	Slideshow Creator: Jacques Kilchoer
OWL Class Leaders: Maria Goode	Slideshow Operator: Patrick Bui
Nursery Workers: Joël Kilchoer	Onsite Ushers: Abby McGuire
Emma Kilchoer	Eric Noel
	Special Music: Beth Mason
	Flowers Arranged by: Sandie Martin
	Flowers: JoLynn Ibáñez

The Blast artwork:



This is the home page for ocuuc.org



How do you get your event published in OCUUC media?

Submit your announcement to the Blast. 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 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.

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 and Facebook, 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.”