

## USG Communication Tools & Submission Guidelines

We encourage USG members to share information about events and activities that may be of interest to others. See below for details on our communication tools, followed by guidance on how to use them.

Name & Schedule	Description	Contact & Deadline
<b>Newsletters/ Bulletins</b>		
The USG CommUunicator Weekly Thursday email	Leads with upcoming Sunday service & activities. Includes brief blurbs of other upcoming events & news.	Email requests to <a href="mailto:communications@usguu.org">communications@usguu.org</a> by Wednesday noon
The SPIRIT Now a <b>monthly</b> email, sent at the end of the month for the upcoming month  Please note: the monthly Mindfulness newsletter will no longer be sent out but rather all mindfulness & meditation news will be folded into The Spirit.		Email requests to <a href="mailto:communications@usguu.org">communications@usguu.org</a> by next to last week of the month. Frequent posters receive a reminder email from the USG office at mid-month.
Social Justice News Monthly email		Email requests to Marilyn Dyson at <a href="mailto:sjnews@usg.org">sjnews@usg.org</a> by the second Thursday of the month preceding publication
<b>Social Media Pages</b>		
<a href="#">Usg Usguu Facebook</a>	USG admin account – managed by USG staffperson; members can post to the subGroup lists	Only Admin posts to these lists
<a href="#">USG-Unitarian Society of Germantown Facebook</a>	USG Facebook page...	Jenn Leiby, we think, is the monitor/ moderator
<a href="#">Unitarian Society of Germantown</a>		AsstAdmin can post events to this page. (Perhaps others can, as well.)
<a href="#">Greater Philly UUs-</a>  <a href="https://www.facebook.com/groups/295899673821267">https://www.facebook.com/groups/295899673821267</a> Facebook	For Social Justice and other Greater	Anyone can post to this.

	Philly UU News	
Instagram: uugermantown		
Twitter (X): USGUU		
Website: usguu.org		Treva Burger manages the website. Admin Hunter McCorkel & AsstAdmin Carolyn Scott can edit. Members can request postings of events: <a href="https://usguu.org/members-online/submit-an-event/">https://usguu.org/members-online/submit-an-event/</a>

### Posting Guidance

**Please post this in the next [communication tool name]:**

**Sample: Get Out the Vote Call Session - In-Person:** Join this USG [POWER](#) hosted event with your laptop, headphones, and mask, for training followed by non-partisan calls for voter registration and planning. Tues, 9/27/22, 12-2pm in USG’s Daskam Room. Snacks provided, breaks and connection encouraged. Email USGVote.com to sign-up. [48 words, 320 characters]

**Check that submission is no more than 400 characters, incl. Spaces, and includes critical details:**

1. Compelling & Descriptive Title\*: **Get Out the Vote Call Session**
2. Onsite or Virtual: **In-Person**
3. Sponsor/Host\*: USG POWER
4. Description: training followed by non-partisan calls for voter registration and planning
5. Date/time details: Tues, 9/27/22, 12-2pm
6. Location details: USG’s Daskam Room [provide exact address if not at USG]
7. Requirements or restrictions: with your laptop, headphones, and mask
8. Enticements: Snacks provided, breaks and connection encouraged

\*Include hyperlinks and / or small graphic.

**Posting approvals:** <http://usguu.org/wp-content/uploads/2017/11/Communications-Procedure-10.3.17.pdf>

**For questions or updates, contact Hunter McCorkel at [usgadmin@usguu.org](mailto:usgadmin@usguu.org) or  
Asst Admin Carolyn Scott at [communications@usguu.org](mailto:communications@usguu.org).**