



Communications & Marketing at All Souls

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Introduction

These are All Souls' communications guidelines in brief — an overview of how we handle email, publicity, and social media so our outreach stays consistent, respectful, and true to our values. More detailed internal policies are available on request. Questions or want more detail? Reach out to Communications Manager, Taylor Gallihue at taylor@allsoulsnyc.org

Zoom

The All Souls Zoom account is available for all hybrid and online AS programming. The Zoom meeting must be scheduled by a staff member.

Congregants and community members cannot use All Souls staff Zoom accounts for personal or small meetings, even if the topics are related to All Souls. Because all organizational information and messaging is tied to individual accounts (and the info admin account), it is a breach of privacy to allow non-staff members to log-in to specific Zoom accounts.

Verified group leaders who are leading a program without a staff member present must use the **Claim Host** feature and **Host Key**. You will receive the host key and claim host instructions once your online event is confirmed and you are sent Zoom information by the All Souls staff.

Staff members are not required to run, troubleshoot, and/or manage Zoom meetings for groups unless specifically arranged beforehand. Rentals and AS partners should plan to use their own Zoom accounts.

Email

Current Email Communications Methods

- Friday Newsletter: 5 PM
- Dailies: 8 AM
- Standalone Emails - Special staff and board notices only

Daily Emails

The **daily emails** go out every day that there is programming at 8 AM. They contain brief descriptions of events and the Zoom information required for online events. **Daily emails do not include additional announcements.** Daily emails are drafted a week in advance, but some changes can be made during the week by staff discretion.

Standalone Emails

Standalone emails should be scheduled sparingly and must be confirmed by staff. Some examples of standalone emails are:

- Board Bulletin
- Emergency information about the building
- Targeted fundraising campaigns

We do not send standalone announcements for individual events other than the Annual Meeting. We do not send standalone emails for rentals or partners, other than the emails indicated in Musica Viva NY's contract.

This approach helps prevent email fatigue and reduce unsubscribes among recipients, while ensuring important communications still get sent as standalone messages.

Friday Newsletter

The **Friday Newsletter** is the central repository for information (along with the website).

When is information due? Information from congregants and community members is due Sunday evening at 5 PM, at least five days before the Newsletter it is intended for

How to submit content: Please use the [All-in-One Event & Announcement form](#)

To keep our Newsletter concise, events will not be published more than a month in advance. More detail and information can be found in the form.

What is included?

- All routine events from established staff-led groups and committees are automatically included (established daily, weekly, and monthly programs)
- Changes in regularly scheduled programming and specific meeting topics must be submitted to be included
- The inclusion of events from partner programs that take place on the All Souls campus is up to staff discretion

What is not included?

- Congregant events that take place offsite, unless by an established All Souls group (e.g., Young Adults Night at a brewery or Women's Alliance Party at a congregant's apartment)
- Advertisements for rentals, unless a mutual agreement has been established in the rental/contract process
- Personal announcements or events unrelated to church activities
- Commercial advertisements or promotions not directly related to church functions

Content formatting:

- Keep announcements brief (100-150 words maximum) - If you would like to provide more information or detail, that information can be posted on the All Souls website. Please note that AS staff will still edit the blurb for the Newsletter size requirements and use a "Learn More" button to lead people to the website.
- Use plain language that is accessible to all readers
- Focus on the most essential information (who, what, when, where, why)

Notes:

- If a physical room is required for an event, submission to the Friday Newsletter does not automatically reserve the room. Group leaders must confirm with the Congregational Coordinator/Events Manager rudya@allsoulsnyc.org to reserve space by using the same [All-in-One Form](#).
- The Communications Team reserves the right to edit submissions for length, clarity, and style consistency
- Late submissions will be considered on a case-by-case basis but are not guaranteed inclusion
- The order of events in the "Upcoming Events" section of the Newsletter is listed by date/time of the event, no exceptions

Schedule and Distribution

- The newsletter is distributed every Friday via email at 5 PM
- Content is finalized Thursday - there will be no Friday edits to the Newsletter.
- Back issues are archived on the All Souls website

Newsletter: Wheel of Life

No promotion or advertising allowed in this section. Submissions should reflect personal milestones, transitions, or life events shared by members — not business promotion, event marketing, or organizational announcements better suited to other newsletter sections. Is this a personal life event being shared with the community, or is it promoting a product, business, or attendance to an event? Examples of accepted milestones listed below:

Milestones & Transitions

- Becoming a member of All Souls
- Marriage or commitment ceremony
- New baby
- Engagement

Loss & Remembrance

- Death of a member or friend
- Memorial or life celebration service of community member

Education & Achievement

- Graduation (high school, college, graduate school)
- Academic honors or awards
- Ordination or completion of religious/spiritual training

Creative & Personal Accomplishments

- Book published
- Performing in something (Broadway, film, gallery show, concert)
- Completing a significant creative project (album, documentary, exhibit)

Health & Life Passages

- Recovery from serious illness or surgery
- Completing treatment (e.g., cancer remission)

Constant Contact & Email Permissions

Constant Contact is the email service we use to manage our contact information and mass email mailings. Staff members who have access to Constant Contact are approved to edit emails as part of their role and responsibilities. Congregants and volunteers are never allowed access or log-in information for Constant Contact as it contains confidential contact information.

We value respectful, permission-based communication with our congregation and wider community. These guidelines help ensure our email practices align with best practices and respect everyone's privacy.

We can send emails to contacts who have given us permission in the following ways:

Express Permission

Express permission occurs when someone specifically opts in to receive our emails:

- Individuals who complete our opt-in process
- People who sign up through forms on our website
- Community members who use written sign-up forms at events or online

Implied Permission

Implied permission exists through an established relationship:

- Exchange of business cards with staff or group leaders
- Verbal requests to receive information
- Recent donations to All Souls
- Active membership in our congregation
- Purchase of event tickets or program materials

Who We Cannot Email

To maintain trust and comply with email best practices, we do not email:

- Purchased, rented, or appended lists from any source
- Shared lists from affiliated organizations without direct permission from individuals
- Distribution lists or mailing lists that reach multiple recipients
- Email addresses collected by "scraping" websites
- Social media connections who haven't explicitly requested emails

Publicity & External Promotion

All Souls is glad to help spread the word about programs, groups, and events happening in our community. To keep this process fair and sustainable for a small communications team, our support follows a consistent set of channels and guidelines — the same for every group or event, regardless of size or sponsor. Below is what you can expect from us, and what falls outside our capacity, so you can plan outreach accordingly.

What We Do/Do Not Provide

All Souls staff will provide the following support for event publicity:

- Inclusion in the Friday Newsletter, website calendar, printed monthly calendar, and Order of Service
- Consideration for posting on All Souls' social media channels, subject to the same review process applied to all group and event requests
- Print and signage support (flyer, copies, or bulletin board posting), provided materials are submitted in advance and can be produced in-house
- Posting to community listing sites Patch and Eventbrite
 - All Souls' profiles: [[Patch](#)] | [[Eventbrite](#)]

The following fall outside the scope of staff support:

- Press or media outreach on behalf of individual events
- Paid advertising for individual events
- Purchase of posters or banners
- Posting on the exterior gate for individual events, except where specified in a contract
- Standalone, dedicated email communications for individual events.
- Submission to calendar or listing sites other than Patch and Eventbrite

Order of Service Event Listing

To keep the order of service concise, only the following events are listed:

1. **Today's events** – events happening this Sunday (day-of)
2. **The week ahead** – non-routine events occurring between this Sunday and next Sunday
3. **Next Sunday** – a preview of next week's Sunday service/events

Events scheduled further out than next Sunday will not be included in the order of service, regardless of how far in advance they're announced elsewhere (newsletter, website, etc.).

Social Media

Our social media presence is a key entry point for newcomers and an ongoing communications vehicle for our current community. All content published under the All Souls name should reflect our values and advance our mission.

Our mission: All Souls is an open and welcoming religious community that nurtures possibilities and builds connections to forge redemptive change in ourselves, our city, and our world.

Our social media strategy is guided by the Board of Trustees Strategic Imperatives for 2025–2027:

- Establish Developmental or Settled Minister
- Update and Align our Bylaws and Governance Model
- Achieve Financial Sustainability
- Complete Capital Campaign and Urgent Renovations
- Strengthen Our Sense of Community
- Grow Membership and Religious Education

These three core questions guide every piece of content we publish:

1. What organizational goal are we trying to achieve?
2. Who is the target audience for this content?
3. What message do we want to convey?

Authorized Social Media Platforms

The following platforms constitute the official All Souls NYC social media presence. Any profiles not listed below are not managed or authorized by The Unitarian Church of All Souls.

- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [Google Business Profile](#)

All Souls NYC does not have profiles on X or TikTok.

Target Audiences

Content should be developed with one or more of the following audiences in mind:

- Long-term community members
- People searching for spiritual community

- Families
- Long-distance, online audience (programs & on Sunday)
- People who live in the community, walk by
- Dormant UUs - looking for NYC UU home
- UU larger community - other leaders and congregations

Brand Voice & Messaging

Our message: You Are Welcome Here. No matter who you are, who you love, or what brings you to us, you are always welcome at All Souls.

Since 1819, All Souls has welcomed seekers and changemakers to New York City's first Unitarian Universalist congregation. Our social media presence should reflect the warmth, intellectual curiosity, and inclusive spirit that define our community.

Voice & Tone

All content published under the All Souls name should embody the following qualities:

- Warm and welcoming
- Authentic, avoid overly corporate language
- Inclusive, reflect our values of equity and justice
- Professional, free from typos and grammatical errors

Approved Content

Content appropriate for All Souls social media includes:

- Worship services, sermons, and weekly themes
- Congregational events, programs, and announcements
- Community spotlights, member stories, and group features
- Music, arts, and cultural programming at All Souls
- Content advancing our mission and UU values
- Events and updates from approved partner organizations
- Educational content relevant to Unitarian Universalism and our community

Social Justice Content

Social justice is a core All Souls value. However, because content published under the All Souls name represents the official stance of the congregation, the following guidelines apply:

- Social justice content must be approved by the minister with social justice in their portfolio before posting, unless the content originates directly from the Unitarian Universalist Association (UUA).

- If All Souls has not formally taken a congregational stance on an issue, that position should not be implied or stated via social media without approval.

Approved Social Justice Topics

These are based off precedence and/or active, affiliated All Souls groups serving as primary contacts [noted in parentheses when applicable]

- Hands Off Training, ICE out, and No Kings March (Souls in Service, Senior Minister)
- LGBTQ+ Justice and UUA Days of Observation (All Queer Souls)
- Food scarcity and insecurity (Food Programs, Food Matters Group)
- Highlighting the Interfaith Alliance
- Juneteenth, Black Lives Matter, Racial Justice
- UU the Vote/Postcarding (Souls in Service)

Prohibited Content

The following content is not permitted on any official All Souls social media account under any circumstances, including in comment sections and we reserve the right to report and remove content in violation:

- Advertising or promotion of private businesses
- Content that violates the platform's terms of service or community standards
- Content that is hateful, discriminatory, harassing, or abusive
- Spam or unsolicited promotional material
- Images or identifying information about minors without written parental consent

Comment Moderation

In keeping with open and shared communication and our values, we welcome comments and discussion on social media. If comments are hateful and use discriminatory or explicit language, we reserve the right to remove them. We reserve the right to remove spam and promotional content from our social media comment sections.

Photography & Minors

Before publishing any image or video that includes a child or youth, staff must obtain a signed parental or guardian consent waiver. This applies to all platforms.

When an event is being filmed or photographed, participants must be informed in advance and offered an opt-out option.

Congregant & Group Submissions

All Souls encourages collaboration and values contributions from congregants and affinity groups. The following process applies to community-submitted content:

- Congregants and group leaders may submit suggestions, photos, event details, and story ideas for social media posts to Communications staff.
- All submitted content is subject to review, approval, and editing by Communications staff before publication. Timing of posts is at staff discretion.
- Communications staff may proactively reach out to group leaders and congregants for spotlights, testimonials, and features.

To maintain a consistent and established presence, content should not exclusively focus on individual events.

Partner & Collaborator Content

All Souls' social media platforms may be used to amplify the work of partner organizations and community collaborators whose events and missions align with our values and ends. Posting on behalf of external organizations is at the discretion of Communications staff.

Current regular collaborators include:

- Musica Viva NY
- Monday Night Hospitality
- Friday Soup Kitchen
- Gotham Food Pantry
- The All Souls School

Events or content from partner nonprofits are acceptable provided they do not conflict with any provision of this policy.