

Newsletter - March 2010

# Massachusetts Bay District of Unitarian Universalist Congregations



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## 2010 Upcoming Programs

NOTE: if the following links do not immediately take you to the event description, scroll down a bit...

[Policy Governance: Another Way to Work](#) (March 13)

[Creating Sanctuary: Best Practices for Safe Congregations](#) (March 27)

Renaissance Module: UU History (March 31 to April 1)

[Introduction to Social Media for Unitarian Universalist Leaders](#) - a webinar (April 7)

[Through the Looking Glass: Strategic Planning in Congregations](#) (April 10)

[MBD Annual Meeting](#) (April 11)

[The Green Sanctuary Movement: Get Involved Now!](#) a webinar (April 15)

[Spring Conference: Using Social Media for Fuel Congregational Mission](#) (May 1)

[Adaptive Leadership: Leading](#)

## Social Media

by Rev. Sue Phillips  
Director of Program Development



### "Social media is storytelling."

~ Sean Percival

Unitarian Universalists have been early adopters of new technology and social media: many of our congregations have websites and Twitter feeds, e-mail newsletters and streaming video of services. Even so, some of us are left with lingering questions about whether these new tools help or hurt our dreams of creating justice-seeking community. The rush is on in our congregations to create a Facebook presence, offer podcasts of worship services, and publicize the minister's blog. But true to our questioning faith, we wonder if these tools are distractions or if they are essential to serving congregational mission in the 21st century.

Technology is evolving at a blistering pace, leaving in its wake serious questions about ethics and healthy boundaries, about the nature of community and the quality of relationships, about who we are as a faith and what kinds of communities we want to create.

[READ MORE](#)

## Spring Conference

### Using Social Media to Fuel Congregational Mission

Saturday, May 1, 2010

[First Parish Weston](#)



MBD's Spring Conference will introduce participants to a host of new technology and expand our imagination about how to use social media to support our faith. Shelby Meyerhoff, UUA Public Witness Specialist, will present a

[Through Change](#) (May 8)

[Creating and Leading Dynamic Lay-Led Worship](#) (June 12)

## Join MBD Congregations @ Boston Pride March

If your congregation would like to march behind the MBD banner at Boston's 40th annual Gay Pride Parade on June 12, please be in touch with [Meck Groot](#).

## Events @ Congregations

To see what's coming up at congregations, check out the congregation calendar on the MBD website [here](#).

series of keynotes on the following themes:

- Technological Landscape of New Media
- How New Media can Fuel the Engine of Congregational Purpose and Mission
- Theological and Ethical Implications of New Media

We will also offer breakout sessions for

- DREs and people who work with youth
- lay leaders
- ministers

[READ MORE](#)

Early bird registration fee: \$35 by April 11. After that, \$45. [REGISTER HERE](#)

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## Introduction to Social Media: a Webinar for Unitarian Universalist Leaders



April 7th, 2010, 7:00 to 8:30 PM  
a webinar with **Shelby Meyerhoff**, UUA Public Witness Specialist

Curious about blogs, Facebook, Twitter, and other social media tools? Join this beginner-friendly webinar to learn about social media and how it can be used to promote our faith! [READ MORE](#)

The workshop is free but registration is required. [REGISTER HERE](#)

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## Congregational Websites

If your congregation is interested in upgrading your website, check out the information offered through the UUA Leaders Library at [Creating A Congregation Website](#).



Here are some innovative non-UU congregational websites to review as you consider designing your own:

- [Middle Collegiate Church](#)
- [Generation Church](#)
- [River City Church of Jacksonville](#)
- [Bethlehem United Methodist Church](#)
- [Church of the Incarnation](#)

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## Facebook Resources for UUs

UUs looking for more information about Facebook might check out the following resources:

- [Dos and Don'ts for UU Congregations Using Facebook](#)
- [UU and UUA Programs on Facebook](#)

The Mass Bay District now has a Facebook presence. We plan to share information about District events via this social media tool. Consider friending us by typing "Mass Bay District" into the search function on your [Facebook](#) page and sending us a friend request.



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## Twitter for UUs

Here we offer a couple of links for UUs looking for Twitter resources:



- to learn more about Twitter and how it works check out this [Introduction to Twitter for Unitarian Universalists](#)
- to follow UUs using Twitter, go to [Unitarian Universalists on Twitter](#)

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## Social Media - continued from top

Should our congregations exist solely in the "real" world, relying on physical presence and connection to build relationships, or should we embrace the untapped opportunities of "virtual" outreach?

If social media is storytelling, what story is it telling?

Join other UUs in the Mass Bay District as we explore these questions at our [Spring Conference](#) on Saturday, May 1. We will present an overview of the dizzying array of social media available, and share strategies for how to lasso this technology to serve the mission of Unitarian Universalism and the purpose of our congregations. We'll identify and reflect on the potential and limitations of social media to nurture spiritual depth, faith development and community building, and we'll explore the theological and ethical implications of this new media.

We'll have keynote presentations from UU experts in new technology and its theological implications. We will also have focused discussions for lay leaders, ministers, DREs and people working with youth to reflect on the ethical and operational issues that arise when using social media in their particular roles. Whether your congregation is on the cutting edge of new technology or is considering a foray into new technological territory, there will be something for you.

Those of you who are new to social media - who perhaps like me aren't sure what Twitter is or why on earth someone would want to use it - might want to join us for our [webinar](#) on April 7 for a beginner-friendly overview of a host of media tools and examples of how they are being used in UU congregations.

Meanwhile, check out the diverse array of resources noted in this newsletter. They might spark your imagination and inspire you and your congregation to tell your story in whole new ways.

In faith,  
Sue Phillips

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[Meck Groot](#), Editor  
[Massachusetts Bay District of UU Congregations](#)

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