Glossary

- **Church Website:** This is a congregation's domain address, (www.uucava.org, for example). It is where official information about the church is posted online to the general public. It may also include social media that permits members and interested parties to interact.

- **Digital Ministry:** It is a set of collaborative, social practices that administer pastoral care, radical hospitality, witnessing, worship, religious education, and community. For UUism, it manifests our beliefs, values, and deeds wherever people gather digitally. It is inherently a blended experience of online and offline cultures because each intentionally influences each other. It uses tools and services that collectively are known either as social media or social networking. Digital ministry is not a top-down, one-way communication like traditional broadcast media.

- **Digital Ministry Channels:** These are the digital services that a church, ministers, or lay members use to practice faith online. The services, or channels, are, for example, Facebook, Twitter, YouTube, Pinterest, Patheos, and Foursquare.

- **Official Church Facebook Page or Official Accounts:** The Facebook page that a church manages is its official presence on that social network. The church may use volunteers as well as church staff to manage it. It should be named with the official name of the church. However, if the name is long, an abbreviation is recommended but it should be a common abbreviation that is understandable, such as the UU Church of Berkeley for the Unitarian Universalist Church of Berkeley.

- **Social Media**: It is content that is created by users to intentionally share with other people. Social media is also understood to be both content and software. Without the software, the content wouldn't be social, meaning shared.

The software is known by users as "features" or "tools." It is capable of mediating human interaction by offering users the ability to choose privacy and access settings and also by rewarding users when they "like" or "share" content with friends. This content-infused technology makes word-of-mouth influence very easy to do and far more powerful online than offline. Examples of social media: blogs, comments, status updates, photos, videos, music, and discussions.

- **Social Networking:** It's the technology foundation, or platform, that enables social relations among people to be manifest online as "friends." These individuals have interests, activities, backgrounds, or real-life connections in common but may not have met in-person offline. Social networking platforms are the equivalent to the bricks and mortar that make our physical congregation buildings.

  Social networking is a compelling experience for users because it enables social media to occur. A physical church does the same thing. We talk to one another after a service in our fellowship halls. The service is social media. Our after-service conversations are content. Social networking uses social media to facilitate interaction. In digital ministry, this social networking enables relational church cultures to grow.

  Social networking platforms are known to consumers by their brand-named services such as Facebook, Twitter, YouTube, Flickr, etc. Social networking platforms are also available as solutions for businesses, non-profits and government organizations. These solutions can take the names of the organizations that have them.

- **User-Generated Content:** Any form of written words, videos, photos and music that users share with others. Users may literally be the author or artist who creates the content. If they share content created by others, their actions, in themselves, constitute user-generated content. Here's an example of offline, in-church, user-generated content: Sermons are content. When we discuss them in covenant groups, the discussion is also original content inspired by sermons.