Guidelines for the Use of Daily Word

*Daily Word®* magazine can be a source of support and outreach in your ministry. As a valued member of the *Daily Word* family, we appreciate you and affirm your highest good in all matters. The following are guidelines for use of *Daily Word* messages and the *Daily Word* name and logo:

1. **Printed Material:** Please note that *Daily Word* is copyrighted material. We ask that it not be reproduced or reprinted in its entirety. We also honor our subscribers by protecting the messages they have paid to access each day.
   - Church bulletins, newsletters, or newspaper ads may feature any single daily message, past or present. The copy may not be edited, although a portion of a day's message may be excerpted. Please use the following tagline when reprinting a daily message: "Reprinted with permission of Unity®, publisher of *Daily Word*®."

2. **Audio/Video Reproduction:** The same guidelines apply for audio and video reproductions as with printed material. As *Daily Word®* is copyrighted material, we ask that the daily messages not be reproduced on CD, cassette, or as daily audio or video files. However, you may read *Daily Word* messages as part of Sunday services that are recorded or streamed online. One-time or occasional audio or video recordings are also acceptable in support of your ministry. At the end of any recording, please use the following tagline: "Reproduced with permission of Unity®, publisher of Daily Word®." And please reference the website, dailyword.com.

3. **Radio and TV:** The same guidelines apply to radio or television broadcasts as to printed or audio/video reproductions. Please do not read *Daily Word®* messages regularly for any broadcast. For a one-time or occasional recording, give credit to *Daily Word®* and reference the website.

4. **Websites:** Please do not post full messages from *Daily Word®* on your website. We will provide a widget for you to embed in your website. Get it by emailing unitywidgets@unityonline.org.

5. **Facebook, YouTube, and Other Social Media:** You may not post, quote, or record full *Daily Word* messages on social media. You may quote the word, affirmation, or a line or two from the daily message for your center’s social media page or feed. Please follow common practice in acknowledging the source of the material. On Twitter the hashtag #DailyWord is preferred. On Facebook and other media, please link to either dailyword.com or facebook.com/dailywordmagazine. Also feel free to share anything you find on the *Daily Word* page on Facebook.
   - Ministries sometimes create daily devotionals to post online. Quoting the word of the day, affirmation, and scripture is permissible, as is sharing a line from a day’s message as part of a talk or meditation. Please do not read the full message.
   - Please credit *Daily Word®*—what it is and where it comes from. Consider showing magazine onscreen and please reference the website dailyword.com.
   - *Daily Word®* is a registered trademark. Please do not use the term “Daily Word” as part of the title for an ongoing series, such as Daily Word Reflections, Daily Word Moment, etc.
6. **Cover Photos and Other Artwork**: Use of cover photos or photos from inside the magazine is *not permitted* as those photographs may have been purchased for one-time use by Unity. However, you may show the cover of the magazine as printed.

7. **Advertising**: When advertising for your center, please *do not* use a phrase such as “Church of the *Daily Word*.” Use the phrase “Affiliated with Unity®, publisher of *Daily Word*®.” Please include the registration symbol.

**Contact Information:**

**Wholesale orders**: 816-251-3571 or wholeaccts@unityonline.org

**Customer Care**, for individual subscriptions: 816-969-2069

**Editorial content questions**: Teresa Burton, editor in chief, 816-347-5590 or dailywordeditor@unityonline.org

For questions or comments about reprint permissions or usage, 816-347-5590 or permissions@unityonline.org.

**Copyright questions**: Ellen Debenport, vice president of publishing, 816-347-5553 or ellen@unityonline.org; or Lila Herrmann, director of publishing, 816-251-3515 or herrmannls@unityonline.org

To link to *Daily Word®* from your website, email unitywidgets@unityonline.org for the approved link. For technical support with widgets or website: dailyword.com/contact.

**ZIP code mailing**: If you wish to send a postcard to *Daily Word* subscribers within your center’s zip code, please contact the Unity Wholesale Department via email at wholeaccts@unityonline.org or by phone at 815-251-3571.

updated March 2022