

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:

- Sunday Mornings and other services:** Reading the *Daily Word* as part of a scheduled church service is permissible, including services that are live-streamed or recorded and made available to the public. 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.
- Daily messages:** Sharing a message more than once a week through any medium is not permitted except for special services (Christmas not on a Sunday, etc.).
- Printed Material:** Please note that *Daily Word* is copyrighted material. We ask that it not be reproduced or reprinted in its entirety. We honor our subscribers by protecting the messages that they have paid to access each day.
 - Church bulletins, newsletters, or newspaper ads may feature a single daily message, past or present. The copy may not be edited, although a portion of a day's message may be excerpted verbatim. Please use the following tagline when reprinting a daily message: "Reprinted with permission of Unity®, publisher of *Daily Word*®." Please include the registration symbols.
- 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. One-time or occasional audio or video recordings are acceptable in support of your ministry, including Sunday services that are recorded or streamed online.
- 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.
- Websites:** Please do not post full messages from *Daily Word*® on your website. We will provide a widget code to create a graphic and link on your website that will look like this:



Get it by emailing unitywidgets@unityonline.org. It will link to dailyword.com where the day's message will be available *to those with subscriptions*.

7. **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, and 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* Facebook page.
 - Ministries sometimes create daily devotionals to post online. You may quote the word of the day, affirmation, scripture, and/or a line from the message. Please do not read or reprint the *full* message.
 - Please credit *Daily Word*®—what it is and where it comes from. Consider showing the 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.
8. **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 full cover of the magazine as printed.
9. **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 symbols.
10. **Outdoor signs:** The usage for signs at churches/centers is: "Affiliated with Unity, publisher of *Daily Word*®." Please include the registration symbol. Please do not use the phrase, "Church of the *Daily Word*" or "*Publisher of Daily Word*."

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