

## Social Media Policy

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### **Purpose**

The Kewaunee Area Chamber of Commerce understands the importance social media brings to its member businesses and encourages the use of social media platforms to create brand awareness, to create a dialogue with customers and members of the community, and to communicate programs that deliver value to its members and the community. This policy shall apply to all Kewaunee Area Chamber of Commerce members, employees, contractors, and volunteers working on behalf of the Chamber.

### **Social Media Guidelines**

Comments posted on social media shall be meaningful, respectful, and promote collaboration and sharing.

Posts may include:

1. Chamber events
2. Chamber member events
3. Not-for profit events and fundraisers held in the community
4. City events

Posts not allowed:

1. Sales at non-chamber member businesses
2. Garage sales, etc. for individual profit
3. Political commentary

Posting Guidelines:

1. No more than 2 posts per day on the site
2. Please keep sites updated with relevant information
3. Posts should include colorful pictures or link if possible to another site to promote interest
4. Post events close to the event or people will forget it

Other Guidelines:

1. Always think before posting; if it causes you to question if it is appropriate, it most likely should not be posted.
2. Social media is a conversation, so talk to the community as you would a real person in a professional situation. Be a leader while communicating and do not post statements to inflame others.
3. Respect proprietary information, content and confidentiality. Give credit to appropriate persons when required or appropriate.
4. Reply to comments in a timely manner, when a response is appropriate. Understand that quality communication is important, so engage appropriately.
5. Be transparent as to who you are and who you represent. Be clear about your role and identify your vested interest in the information you share.
6. Add value and excitement to the online community! Your statements and posts should provide the community with information to improve their overall experience in visiting or being a member of the Kewaunee community.

### **Policy Violations**

Chamber staff, business members, and board members shall be blocked from social media platforms for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, that can create a hostile environment, or that do not further the objectives and mission of the Chamber.

The Kewaunee Area Chamber of Commerce may delete any response at its discretion, such as posts containing profanity, vulgarity, posts which are demeaning or inflammatory to other people or posts that show the Chamber or its members in a negative manner.

While the Kewaunee Area Chamber of Commerce maintains social media sites, it is not responsible for the accuracy and truthfulness of postings by third parties on its social media sites. Please contact the Kewaunee Area Chamber of Commerce office for inquiries or reporting of questionable content.