



# CHAMBER SOCIAL MEDIA & MARKETING POLICIES AND GUIDELINES

## MEMBER GENERATED CONTENT & POSTS

### MEMBER GENERATED CONTENT POST TYPES & GUIDELINES:

#### 1. Member Generated Content for Social Media Shares -

- **Tag us in by using - [Madoc & District Chamber](#)**
- *Content which Members have posted to their own social media business page and want shared on the Chamber social media page.* Members are to use the exclusive tag [Madoc & District Chamber](#) in the caption of their original post on their own social media business page. Using the hashtag alerts the Chamber to share that post on the Chamber social media platform.
- The Chamber reserves the right to share your content in the timeframe that works with the Chamber marketing & employee schedule.
- The phrase “Chamber Repost” will precede your copy/caption on shared posts.
- This service is available to share original posts only and is not available for stories.
- **Maximum of 4 Shares Per Month Per Member Business**

#### 2. Member Generated Content Submitted for Future Social Media Posting

- *Content can be submitted by a **Member business/organization** by emailing the Chamber that they have a post to share.*
  - This is member/organization original generated content
  - Please use one of the following in the Subject Line: **“Please Promote My Business” or “Please Promote my Event”**
- All content must be submitted as you would like them to appear. No altering or additional design will be done to submissions, and content will be posted as is.
- **Artwork and photos** should be submitted in **PNG or JPG formats ONLY.**
- **Videos** should be submitted in **MP4 formatting** or a **YouTube link.**
- Posts must be sized in accordance with the platform you want the content posted to. Instagram sized content will post correctly to **both** Instagram and Facebook. Facebook sized posts will not post properly to Instagram and are suited for posting on Facebook only. Sizing for each platform is as follows:
  - **INSTAGRAM POST SIZE = 1080 x 1080 px**
  - **FACEBOOK POST SIZE = 940 x 788 px**
  - **LINKEDIN POST SIZE = 1200 x 1200 px**
- Make sure to provide the caption you want with your post, the hashtags (max 2 hash tags) you would like used.
- The Chamber reserves the right to post your content in the timeframe that works with the Chamber marketing & employee schedule.
- *If you are promoting a **business event with time-sensitive content**, the submission must be made a **minimum of 3 weeks prior** to the desired posting date. Please give a **5 day window of dates** in which you would like your content to be posted on one of those dates.*
- **Maximum of 3 Submissions Per Month Per Business**

## CHAMBER GENERATED CONTENT & POSTS

### CHAMBER GENERATED CONTENT & POST TYPES DEFINED:

1. **Membership Benefit Content & Posts:** This type of content post is considered the specific content guaranteed with specific membership level.
2. **Sponsorship Content & Posts:** This type of content post is considered the specific content guaranteed with specific sponsorship benefits.
3. **Industry-Based Content & Posts:** This type of content post focuses on promoting a specific industry as a whole with the goal of general branding or driving traffic to an industry specific webpage. The entire group of specific chamber member businesses within an industry group can be tagged or mentioned in the text caption area of the post in order to be all inclusive.
4. **Chamber Information Content & Posts:** This type of content post focuses on promoting Chamber Events, Campaigns/Promotions, Community Voice, or General Information related to the Chamber. Sharing this information out to the community from the Chamber's Meta (formerly Facebook) page, can only be shared to the following groups on Meta (formerly Facebook):
  - Central & North Hastings Entrepreneurs
  - Madoc Community Rooted In Heart
  - Central Hastings Business Rooted In Heart
  - Marmora Community Circle
  - Marmora & Surrounding Area Business Group
  - Hastings County Business Networking
  - Local Small & Home Based Businesses within Central Hastings
  - Hastings County Business & Tourism
  - Thomasburg Community
  - What's Happening In Northbrook

Municipalities of Madoc, Tweed, Marmora and the Township of Madoc will be tagged into each post effective March 20, 2023.

5. **Chamber Community Photo Drop Content & Posts:** This type of content post is generated by the general public/community members sharing photos of themselves attending events, shopping, dining, and enjoying other activities in Central Hastings and at **Member Businesses**.

## CHAMBER SOCIAL MEDIA CONTENT DISCLAIMER

The Chamber is non-political, non-partisan, and non-discriminatory. For all social media content and comments, we use the following questions as a guideline: Is it KIND? Is it POSITIVE? Is it PRODUCTIVE? If content or comments are not these three things, the Chamber has right of refusal for posts or shares and will delete comments and/or content as deemed necessary.

All social media content must adhere to the standards put forth by Meta Facebook & LinkedIn Community Standards. [Click Here](#) to view the Meta Facebook Community Standards and [Click Here](#) for LinkedIn Community Standards.

This policy has been prepared by the board of directors and will be effective March 20, 2023.

Shari Pearce, President  
Madoc & District Chamber of Commerce