

Social Media Policy & Guidelines Purpose

Purpose

The Rittman Chamber of Commerce Social Media Policy serves to protect and enhance the Rittman Chamber of Commerce brand through the use of social media. The Rittman Chamber of Commerce understands the importance that 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 and issues that deliver value to their audience. Our Social Media Policy and Guidelines apply to all Rittman Chamber followers, members, employees, contractors, volunteers, and Board of Directors working on behalf of the Chamber who contribute personally or professionally to any social media tools.

Procedures & Policies

Information posted on Chamber social media platforms, by page administrators, will consist of the following, but not limited to, information:

- Chamber events, activities, programs, and news.
- Community events, activities, programs, and news conducted by members and related tax supporting bodies.
- Local events, activities, programs, and news conducted by Chamber member organizations to benefit charities, non profit organizations, or societies in general as determined by the site administrator.
- Public policies and updates on important local, county, state, and national news, legislation, proposed acts, law changes, or other related news as determined by the site administrator.
- Member Success stories (recognitions earned, awards received, professional promotions, major accomplishments, grand openings, relocations, major expansions, or other news as determined by the site administrator.
- Emergency and or urgent public safety information.

For consistency and protection of the Chamber's brand:

- All posts and comments must be respectful, constructive and add value to the conversation.
- Chamber social media accounts will only be used to represent and promote the organization.
- Under no circumstances will the Rittman Chamber of Commerce promote any organization or individual who is not a member of the Chamber on its social media accounts or website.
- All marketing for committees and their programs will be done via the Chamber's official social media accounts and published by the Chamber.
- If a social media account was created prior to January 1, 2018, the committee may continue to use the account as long as it conforms to the policies in this document and continues to operate under the guidance of Chamber Staff.
- Committee account requests will be reviewed by Rittman Chamber of Commerce Board of Directors on a case-by-case basis.
- If a committee is not in compliance with the Chamber's Social Media Policy, the Chamber may take any corrective measures it deems necessary.

The Rittman Chamber of Commerce reserves the right to:

- Monitor and control, at its discretion, its brand identity online as well as offline.
- Remove comments and/or block users should any conversation become adversarial or antagonistic.
- Revoke administrative privileges of anyone not in compliance with its social media policies.
- Terminate non-compliant social media accounts.
- Modify this policy at any time.

The policies in this document apply to any and all social media accounts that pertain to the Chamber or its committees.