



## SOCIAL MEDIA POLICY AND GUIDELINES

### PURPOSE

The Lake Zurich Area Chamber of Commerce (LZACC) 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 LZACC members, employees, contractors, and volunteers working on behalf of the LZACC.

### LZACC PROCEDURES & POLICIES FOR CHAMBER SOCIAL MEDIA PLATFORMS

Information posted on Chamber social media platforms, by page administrators, will consist of the following information:

- Chamber events, activities, programs, and news.
- Community events, activities, programs, and news conducted by member villages and related tax supported 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.
- Member information or posts intended solely to promote or generate traffic / sales for the business will not be reposted by the Chamber on the Chamber's Facebook page.

### GUIDELINES FOR USING THE CHAMBER'S SOCIAL MEDIA PLATFORMS TO REPRESENT YOUR BUSINESS

Members are encouraged, with assistance if necessary, to post their own events, promotions, and news on the Chamber's social media platforms. The Chamber reserves the right to monitor and remove member posts that do not fall within the guidelines and principles identified in this policy. A member may also submit information to be posted by the Chamber, which will be subject to review by the Chamber office before posting.

When a member business participates on the Chamber's social media platforms, please be aware that while you are representing you and your business, therefore you should comment in the same way as

you would in any other public forum. Contributors to the Chamber's social media platforms should not suggest, either explicitly or implicitly, that their social media contributions represent the communications of, or endorsements by, the Chamber, its affiliates, board members or employees.

It is important to adhere to the following guiding principles:

1. **Transparency** – Identify yourself, write in the first person, and don't be afraid to show your personality.
2. **Honesty** – Do not make false or misleading comments/statements. If you have made a mistake, take responsibility for it.
3. **Respectfulness** – Exercise discretion and confidentiality when referring to fellow Chamber members and/or your customers. Do not post proprietary information and/or content unless you have permission to do so.
4. **Add Value** – Stick to what you know, post meaningful comments, and aim for quality. Remember that social media platforms are not meant for promotion of products and services, but rather to engage your audience in meaningful conversation.
5. **Be Diligent** – Check your sources, separate opinions from facts and identify all copyrighted or borrowed material with citations and links.
5. **Stay Engaged** - Stay informed, feel free to post regularly, and respond to comments that are made on your posts in a timely manner.
7. **Protect your Privacy** – Never disclose your personal information.
8. **Be Polite** – Avoid personal attacks against individuals and businesses.
9. **Use Common Sense** – Once it's posted, it is public information. Be sure to use courtesy and good judgment, and review your posts thoroughly. Spell check everything before posting.
10. **Frequency** – be mindful that high levels of frequency that do not deliver value will be seen in a negative manner by your audience.

## MEDIA INQUIRIES

Contributions to social media platforms and online conversations might attract media attention. Media inquiries regarding postings on Chamber social media platforms will be handled by the Executive Director or (in his/her absence) the Chamber President. The Chamber will determine the best way to handle the inquiry.

## POLICY VIOLATIONS

Chamber staff, business members, and board members can be disciplined (including being 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.

While the LZACC office will oversee its social media platforms, it is not responsible for the accuracy and truthfulness of postings by third parties on its social media sites. Please contact the Lake Zurich Area Chamber office for inquiries or reporting of questionable content.