

SOCIAL MEDIA POLICY

I. Policy

The Cottage Grove Area Chamber of Commerce will determine, at its discretion, how its web-based social media and online community presence will be designed, implemented and managed as part of its overall communications and information technology strategies and functions. Cottage Grove Area Chamber of Commerce social media and other web-based resources may be modified or removed by the Chamber at any time and without notice, as necessary to maintain the integrity of both communications and information technology functions. It is the intent of the Cottage Grove Area Chamber of Commerce to represent itself appropriately, consistently and positively on the internet.

II. General Standards

- 1) The Cottage Grove Area Chamber of Commerce social media and online community accounts and their associated content should focus on significant Cottage Grove Area Chamber of Commerce interest areas and be organized in a manner that avoids duplication, ambiguities and/or conflicting information.
- 2) New Social Media Web sites and online community accounts (e.g. Facebook, LinkedIn, etc.) established for the benefit of the Cottage Grove Area Chamber of Commerce via individual volunteers or staff, must be approved by the Board of Directors. All such approved web sites and online community accounts will be identified as belonging to the Cottage Grove Area Chamber of Commerce, including the Chamber logo, as well as a link to the Chamber's official web site.
- 3) All postings to Chamber social media sites and online community accounts may be subjected to review by Cottage Grove Area Chamber of Commerce staff, leadership, and designated volunteers and may be deleted without notice.
- 4) Administration of all social media sites and online community accounts must comply with applicable laws, regulations and policies as well as proper business etiquette.
- 5) Chamber social media sites and online community accounts accessed and utilized by staff or volunteers may not be used for private or personal purposes or for the purpose of expressing private or personal views on personal, political or policy issues.
- 6) Cottage Grove Area Chamber of Commerce social media sites and online community accounts are considered a Chamber asset and logins to these accounts must be securely administered. The Office Manager must be an Administrator on all Cottage Grove Area Chamber of Commerce web site accounts. **The Cottage Grove Area Chamber of Commerce reserves the right to shut down any of its social media sites or online community accounts for any reason without notice.**

- 7) Cottage Grove Area Chamber of Commerce social media sites and online community accounts shall not be used to disclose sensitive and/or confidential information without the prior written approval of the Chamber President.
- 8) Inclusion of the following disclaimer is required on all social media sites and online community accounts:

“The Cottage Grove Area Chamber of Commerce disclaims liability for ads, videos, promoted content or comments accessible from any external web site. The responsibility for external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments does not imply endorsement by the Chamber. a. The Cottage Grove Area Chamber of Commerce may delete any responses 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.”

III. Social Media Guidelines

- 1) Post meaningful, respectful comments that promote collaboration and sharing. Do not spam, inflame or make comments that are offensive.
 - Posting may include:
 - a. Chamber events
 - b. Chamber member events (e.g. Shop Cottage Grove Get-Together, etc.)
 - c. Not-for-profit fundraisers held in the community (e.g. hockey breakfast, etc.)
 - d. City events in Cottage Grove, Newport, & St. Paul Park (e.g. Strawberry Fest, Holiday Train, etc.)
 - Posting not allowed:
 - a. Sales at non-chamber member businesses
 - b. Garage sales, etc., for individual profit
 - d. Political Commentary
- 2) Always think before posting; if it causes you to pause or question if it is appropriate, it most likely should not be posted.
- 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 for the Cottage Grove Area Chamber of Commerce so as to identify your vested interest in the information you share.

- 6) Be sure all content associated with you is consistent with your work and the Cottage Grove Area Chamber of Commerce's professional standards.
- 7) Be aware that some information is confidential and/or sensitive until deemed available for public release. Staff and volunteers are expected to maintain this confidentiality.
- 8) Add value and excitement to the online community. Your statements and posts should provide the community with information to improve their knowledge, skills, solve problems, or to understand Cottage Grove Area Chamber of Commerce activities better.
- 9) 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 create incendiary statements to inflame others. Be careful and considerate of other points of view.
 - Posting guidelines:
 - a. No more than 2 posts per day on the site
 - b. Please keep sites updated
 - c. Posts should include a colorful picture or link if possible to another site to promote interest
 - d. Post events close to the event, or people will forget it. At the very least, post a reminder close to the event.
 - Guidelines for responses to posts:
 - a. The Cottage Grove Area Chamber of Commerce may delete any responses 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,
 - b. Document deleted posts (save thread to a file), along with specific reason for deleting
 - Use Facebook as a photo repository for Cottage Grove Area Chamber of Commerce events – gives fans a reason to join and something to look at.

IV. Violations of the Policy

Violations of this Policy shall be reported to the Office Manager and/or Chamber President. Staff or designated volunteers violating this policy may be disciplined or lose privileges.

Policy adopted this 14 day of March, 2013.

Sherry Wilwert, Chamber President

Attest:

Dr. Trent Cole, Chamber 1st Vice President & Communications Committee Chair