



## SOCIAL MEDIA POLICY AND GUIDELINES

### PURPOSE

The Tucson GLBT Chamber of Commerce (TGLBTCC) 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 TGLBTCC members, employees, contractors, and volunteers working on behalf of the TGLBTCC.

### CHAMBER SOCIAL MEDIA PLATFORMS

1. Facebook - @TucsonGLBTChamber
2. Instagram - @TGLBTCC
3. Twitter - @TGLBTCC
4. Social Media Chamber hashtags: #tucsonglbtchamberofcommerce, #tucsonglbtchamber, #tglbtcc

### PROCEDURES & POLICIES FOR CHAMBER SOCIAL MEDIA PLATFORMS

Information posted on Chamber social media platforms, by social media administrator(s), will consist of the following information:

- Chamber events, activities, programs, and news.
- Community events, activities, programs, and news conducted by members.
- 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 social media administrator(s).
- Member Success stories (recognitions earned, awards received, professional promotions, major accomplishments, grand openings, relocations, major expansions, or other news as determined by the social media administrator(s).).
- Emergency and or urgent public safety information.

Any content that is desired to be posted to the Chamber's social media platforms that cannot be categorized within the listing above will need to be submitted to social media administrator(s) for review and posting.

### GUIDELINES FOR USING THE CHAMBER'S SOCIAL MEDIA PLATFORMS TO REPRESENT MEMBER BUSINESSES

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's social media administrator(s) before posting.

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

it 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 Chamber President. The Chamber President 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 TGLBTCC social media administrator(s) 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 TGLBTCC by emailing [socialmedia@tucsonglbtchamber.org](mailto:socialmedia@tucsonglbtchamber.org) for inquiries or reporting of questionable content.