



Social Media Policy
The Renfrew & Area Chamber of Commerce

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1. Purpose

The Renfrew & Area Chamber of Commerce (“the Chamber”) uses social media to promote the Chamber, its members, local business initiatives, events, advocacy efforts, and community engagement. This policy establishes expectations for social media promotion and participation.

2. Scope

This policy applies to all Chamber-managed social media channels and to member organizations seeking promotion through Chamber platforms.

3. Chamber Social Media Principles

The Chamber aims to provide fair, professional, and community-focused promotion. Social media activity will align with the Chamber’s mission, values, strategic priorities, available resources, and audience interests.

4. Member Content & Tagging Requirements

- The Chamber is not responsible for creating content on behalf of members.
- Members are responsible for creating, maintaining, and publishing their own content.
- Members must tag or otherwise identify the Chamber in social media posts to make content visible to Chamber administrators.
- Failure to tag the Chamber may result in content not being seen and therefore not considered for sharing.
- Submission of content or tagging the Chamber does not guarantee that content will be shared, reposted, featured, or promoted.
- The Chamber may prioritize content based on relevance, timeliness, community benefit, audience interest, and available posting capacity.

5. Executive Member Promotion

Executive-level Chamber members receive enhanced promotional opportunities as part of their membership benefits. These may include:

- Increased social media promotion.
- Business spotlight features.
- Priority consideration for member highlights.
- Additional visibility during campaigns, events, and special initiatives.

The Chamber retains discretion regarding scheduling, frequency, and format of promotional content.

6. Content Standards

Content considered for sharing must:

- Be accurate, truthful, and professional.
- Reflect positively on the business community.
- Comply with applicable laws and regulations.
- Avoid discriminatory, defamatory, harassing, offensive, or misleading content.
- Not promote illegal activities.
- Respect copyright, trademark, and intellectual property rights.
- Be appropriate for a broad public audience.

The Chamber may decline content that does not align with its standards, mission, or reputation.

7. Submission Guidelines

Members should provide clear, complete, and professional content including images, links, dates, and relevant details. The Chamber may edit captions, shorten text, or modify formatting when sharing content.

8. Community Engagement Rules

The Chamber encourages respectful dialogue. Comments or posts may be hidden or removed if they contain spam, personal attacks, profanity, misinformation, discriminatory language, harassment, commercial solicitation unrelated to Chamber activities, or other inappropriate content.

9. Privacy & Confidentiality

Members must not submit confidential, proprietary, or private information for publication. Personal information should only be shared where appropriate consent has been obtained.

10. Intellectual Property & Permissions

By submitting or tagging content for possible sharing, members confirm they have the rights and permissions necessary for all text, photographs, graphics, videos, and other materials included in the content.

11. Chamber Rights & Discretion

The Chamber reserves the right to:

- Determine what content is shared.
- Decide the timing, frequency, and placement of posts.
- Decline, edit, delay, or remove content.
- Limit repetitive or excessive promotional requests.
- Prioritize Chamber programs, advocacy initiatives, sponsors, and member benefit commitments.

No member is entitled to a specific amount of social media exposure unless explicitly included in a written sponsorship or membership agreement.

12. Crisis Communications

During emergencies, controversies, or sensitive community matters, the Chamber may suspend routine promotional activities and prioritize critical communications.

13. Policy Violations

Repeated violations of this policy may result in removal of content, suspension of promotional opportunities, restrictions on engagement, or other actions deemed appropriate by the Chamber.

14. Policy Review

This policy may be updated periodically. The Chamber reserves the right to amend the policy at any time to reflect changing operational needs, legal requirements, platform standards, or organizational priorities.

If you have any questions regarding this policy, please contact:
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