



Social Media Policy & Guidelines

Adopted by the RRC Board of Directors 9/18/18

Purpose

The Rochester Regional Chamber of Commerce recognizes the evolving role of social media and other Web 2.0 tools in relationship marketing and encourages the use of these tools to promote the organization's brand messages, to create dialogue with our members and other community stakeholders, to communicate our programs and issues, and to help achieve our goals.

To that end it is important to protect the organization regarding legal issues, security risks and create consistency across all channels to protect the Chamber's brand and reputation. For these reasons we have created this policy and guidelines.

Our Social Media Policy & Guidelines apply to all Rochester Regional Chamber employees, contractors, volunteers and members working on behalf of the Chamber who create or contribute personally or professionally to any kind of social media or Web 2.0 tool, including blogs, microblogs, wikis, social networks, virtual worlds or others.

We expect all who participate in social media on behalf of the Chamber to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge.

Policy

The Rochester Regional Chamber of Commerce reserves the right to monitor and control, at its sole discretion, its brand identity online as well as offline.

General Guidelines That Apply to Everyone

The Rochester Regional Chamber of Commerce will take any corrective measures it deems necessary, up to and including termination if, at its sole discretion, it feels an employee, contractor, volunteer or member has harmed the Chamber brand through his or her social media activities.

- Post meaningful, respectful comments—In other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner when a response is appropriate.
- Respect proprietary information and content and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.

- Use common sense, courtesy and good judgment when networking online, just as you would in face-to-face communications. Respect your audience! For example, if you wouldn't say it or write it, don't post it.
- You are legally liable for anything you write or present online. Think about it before you post anything.
- Since many members of the Rochester Regional Chamber of Commerce staff are well-known in the community, using maximum security and privacy controls on personal accounts is highly recommended.
- For employees, if your personal social media accounts reference issues that relate to the Rochester Regional Chamber of Commerce, your supervisor may wish to monitor your account to ensure personnel policies are followed.
- Always give people proper credit for their work, and make sure you have the right to use something with attribution before you publish.
- Do not represent yourself or the Rochester Regional Chamber of Commerce in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- All mainstream media inquiries should be referred to the President of the Rochester Regional Chamber of Commerce. Staff, Ambassadors and members are not permitted to comment on behalf of the Rochester Regional Chamber.

Guidelines for Those Using Social Media on Behalf of the Rochester Regional Chamber of Commerce. This applies to all Chamber staff, Board Members, Ambassadors, PCN Chairs, Committee Chairs, Committee Members, or general members.

You are not authorized to represent the Rochester Regional Chamber of Commerce online without prior written authorization from the President of the Rochester Regional Chamber. Once approved, you should work with the Vice President and Marketing Specialist to ensure consistency in messages and strategy.

While serving as one of our Chamber Board members, Ambassadors, PCN chairs, or Committee members, please be aware that your online comments and actions may be seen as the viewpoint of the RRC and its' programs. Controversial issues will arise throughout the community from time to time. We request that our members distinguish themselves as providing a personal view and take care to not be perceived as a representative of or mention the RRC or its programs when participating in these types of online conversations.

- All social media, digital pages or accounts representing the Rochester Regional Chamber of Commerce may only be set up and administered by RRC staff. RRC staff must be an administrator on the account.
- Any social media or digital pages or accounts created without the approval of the RRC President are subject to reprimand and possible expulsion or dismissal from the Chamber pursuant to Article II, Section 6 of the RRC Bylaws.
- Members or volunteers may be added as administrators only upon approval by the President.
- Assume at all times you are representing the Rochester Regional Chamber of Commerce.
- Exercise discretion, thoughtfulness and respect for your colleagues, business associates and our members.
- Be mindful that all posted content is subject to review in accordance with the Chamber's policies and Marketing & Communications Plan.

- Do not make negative comments about other individuals, organizations or companies as they may be members, future members or partners in some capacity.
- When posting remarks or comments, be respectful, constructive and add value to the conversation. If a conversation becomes adversarial or antagonistic, ask the president or another appropriate staff member for guidance. Remain respectful and polite.
- As in any written form of communication, please double check spelling, grammar and punctuation in accordance with the Chamber's Communications Manual and Style Guide.
- Please respect the Chamber's brand, trademark, copyright and fair-use standards. If you have any questions about these, see the vice president. Remember, you may be personally responsible for your content.
- Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a Chamber employee, volunteer or member you are creating perceptions about your expertise, our members, the general public and perceptions about you by your colleagues and managers. Do us all proud. Be sure that all content associated with you is consistent with your work and with the Chamber's values and professional standards.
- Create some excitement. Let's share with the world the exciting things we're learning and doing and open-up the channels to learn from others!

Termination of Membership

The Rochester Regional Chamber of Commerce Bylaws state in Article 2, Section 6, item c) Termination for Cause. After notice and an opportunity to appear before the Board of Directors, a Member may be expelled for conduct unbecoming a Member or conduct detrimental to the aims or repute of the Chamber in the sole discretion of the Board.