



Social Media Submission & Content Guidelines

A Guide for Sedona Chamber Members

[Submit a Social Post →](#)

Opens our social media submission form. You can also reach it through the Member Portal, with full steps below.

Overview

Your membership includes access to our social media reach, a chance to put your Sedona story in front of the audiences who follow **Visit Sedona** and the **Sedona Chamber** channels. This guide explains the two ways to share content, what we can and cannot post, and what to expect once we receive your submission.



Our Two Channels

We share member content across two distinct pages, each reaching a different audience. When you submit, you choose which channel best fits your content:



Visit Sedona

@visitsedona · *The destination feed*

Reaches travelers and visitors who follow Sedona as a place to experience. Our largest, most visitor-facing audience, so destination-forward content performs best here.

Best for: scenic reels & destination photos



@sedonachamber · *The community feed*

Reaches members, locals, and the regional business community, the audience closest to home for member news, events, and local stories.

Best for: member news & community stories

You will select your channel from the “**Platforms for Posting**” drop-down when you submit. Which pages are available to you depends on your membership tier (see *Who This Is For* below).

Who This Is For

These guidelines apply to active member partners of the Greater Sedona Chamber of Commerce. Social media submissions are a benefit of active membership, and the pages you can submit to depend on your **membership tier**:

Membership Tier	Where You Can Post
Connect	Sedona Chamber
Promote • Grow • Lead • Invest	Visit Sedona + Sedona Chamber

Promote-tier members and above unlock our largest destination audience through the Visit Sedona page.

Our Guiding Principle: Storytelling Over Selling

We treat both pages as **storytelling channels**. The strongest content is high-quality and emotionally resonant, rooted in a real story or experience rather than a direct sales pitch. Across both Visit Sedona and Sedona Chamber, we share content that makes people feel something and want to be part of Sedona, not posts that simply push a product, price, or promotion.

The two pages differ in focus. **Visit Sedona** content is destination-based, centering Sedona as a place to experience. **Sedona Chamber** content centers our members and the local business community. Both lead with story over sell.

Visit Sedona Brand Requirements

Because **Visit Sedona** is our destination page, content posted there also meets these standards:

- **Destination focus.** All content must feature Sedona prominently.
- **Balanced imagery.** Promotional content must be balanced with scenic Sedona imagery.
- **Visual consistency.** Artwork should complement the Destination Sedona brand aesthetic.
- **Authentic experience.** Content should represent an authentic Sedona experience.

For Sedona Chamber posts, the same story-first principle applies; the destination focus above is specific to Visit Sedona.

Two Ways to Share Your Story

1. **Submit content through the Member Portal.** You send us finished content, a caption, plus photos or video, and we post it for you and add your business as a collaborator. We have found that content posted from Visit Sedona with the member added as a collaborator tends to earn the strongest reach and engagement, so we will often suggest this route when it is a good fit.
2. **Collaborate with us on a post.** Add **Visit Sedona** or **Sedona Chamber** as a collaborator on your post so it appears on both your profile and ours. Please note our channels are only checked 1-2x a day, and collaborations will be accepted within 24 hours, Mon-Fri.

How to Submit Through the Member Portal

1. Log in to the [Info Hub Member Portal](#).
2. In the left-hand menu, select “**Submit Your Social Media Post.**” This takes you to the Social Media Submissions form.
3. Complete the form with your details and content. You can upload your files directly, or paste a link to the file.
4. Under “**Platforms for Posting,**” use the drop-down to choose which of our two pages you would like the content considered for: **Visit Sedona** or **Sedona Chamber**.
5. Submit. We will follow up by email using the contact you provide on the form.

Two easy ways in: from sedonachamber.com, choose **Membership → Member Login**, or use the direct link below.

Portal login: <https://831de2cf-3794-42d1-b849-b092a2c540ef.growthzoneapp.com/MIC/Login>

Need portal access? If you do not yet have a login for the Info Hub Member Portal, let us know and we will send a “create login / change password” email your way.

What We Accept

- **A caption.** At minimum, every submission needs a written caption with no links.
- **Reels using Sedona destination B-roll.** Video content is welcome when it features Sedona destination B-roll assets.
- **High-quality, high-resolution photos or video** that capture the destination and your business or brand.

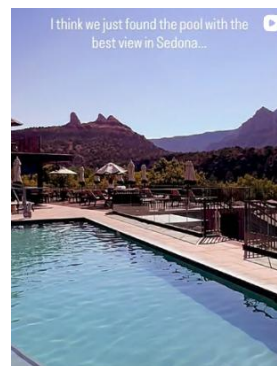
A few examples of member content we love to see:



A personal story set in the destination



A guest experience with the red rocks in frame



Your business showing off its Sedona views

Not sure how to make your content destination-based? Reach out to our team for ideas!

What We Do Not Accept

- **Flyers or promotional graphics.** We do not accept flyers, or any graphic that includes placed promotional text, as a post. Under certain circumstances flyers can be posted on Sedona Chamber, but it is not recommended for engagement.
- **Sales-only posts.** Content that is purely a sales pitch, with no story or experience behind it. A promotional angle is welcome when a genuine Sedona story carries it.

- **Third-party, for-profit promotion.** Content directly promoting third-party revenue generation (such as digital downloads or guidebooks) that is not the property of the Greater Sedona Chamber of Commerce.
- **AI content or captions.** We understand that AI is an important and useful tool for your business and ask you to be mindful of its use in your content creation. Content or captions that are clearly AI-generated may not be accepted.

Review Process & Revisions

Social posts are reviewed **once per week**. If your submission meets all of our guidelines, it will be scheduled, and you will receive an automated email confirming the date and time it will go live. If it needs changes first, you will receive an email with our notes so you can revise and resubmit.

We build in room for **one revision per submission**, so please provide the email of the person directly responsible for managing your social media, or your primary decision-maker, on the form.

The Chamber team also reserves the right to edit or adjust submitted content as needed, such as trimming a caption, cropping an image, or setting the posting time, so it fits our channels, voice, and brand standards.

Timing & Lead Time

- **Submit at least two weeks in advance.** All posts must reach us a minimum of two weeks prior to the requested post date.
- **No guarantees inside seven days.** We cannot guarantee a post within seven days of your submission.

Questions?

Reach out to mdrake@sedonachamber.com and we will be glad to help.