



WHERE
ADVENTURE
COMES *naturally*

Member Social Media & Paid Advertisement Sharing Policy

To support and promote our member businesses while maintaining an effective and engaging communication strategy, the Sauk Prairie Area Chamber of Commerce has established the following guidelines for member-submitted content to be shared via our social media channels, email newsletters, and online platforms.

1. Social Media Sharing

- **Frequency:** Members may submit up to **one (1) post per month** for consideration on the Chamber's main social media feed.
- **Content Style:** We strongly encourage **story-driven content** rather than flyers. Ideal submissions include:
 - Behind-the-scenes moments
 - Team spotlights or milestones
 - Candid photos or community engagement
 - Short, authentic messages that help followers feel “in the know”
- **Submission Method:** Send your content at least **5 business days in advance** to: information@saukprairie.com

2. Email Newsletters & Community Calendar

- Member events and announcements may also be featured in the **Chamber News (monthly)** and **Wednesday Weekly (weekly)** email newsletters, as well as the community calendar, **as space allows**.
- Priority is given to timely, relevant, and engaging content that benefits the broader business community.

3. Message Duration Limit

- Promotional messages, whether submitted for email newsletters, website announcements, or other channels, may run for a **maximum of two (2) consecutive weeks**.

- After two weeks, members may submit a **new or revised version** of the message for re-promotion (based on availability).

4. Advance Notice & Scheduling

- To ensure inclusion and proper scheduling, all content must be submitted at least **one week in advance** of the desired run date.

5. Engagement Best Practices

- **Keep it fresh:** Repeating the same flyer or message tends to lower engagement. Vary your content by sharing different formats across the promotion window:
 - Week 1: Teaser or story
 - Week 2: Highlight a person, outcome, or reminder
- **Need Help?** We're happy to assist in turning flyers into more engaging posts. Just ask!

Our Commitment

The Chamber is committed to helping your message reach the right audience. These guidelines ensure that all members have equal opportunity for promotion while helping us maintain a high level of engagement across our platforms.

Thank you for being a valued part of the Sauk Prairie business community!