

# Communications Policy

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## Overview

As a growing and thriving organization, it is important that Hanover Chamber has a consistent strategy for sharing key information with its database of members and contacts. In an effort to communicate with our members and contacts both effectively and conscientiously, it is important that we maintain communication guidelines.

## Use of the Hanover Chamber Name and Logo

Current and active chamber members are encouraged to display our “member” window clings at their place of business and use an official Hanover Chamber logo on their website. Members must request an approved/official logo from the chamber office and include a link to our website. Other inclusion of our logo must be approved prior to use.

## Endorsement or Referral by the Hanover Chamber

No chamber member, contact or guest may state or imply an endorsement or referral by the Hanover Chamber of Commerce without express and written consent of a chamber staff member. The sending out of direct mail or email noting the chamber’s endorsement or logo, without the prior approval and viewing of the chamber, is strictly prohibited. Partner efforts and events will/must be approved well in advance and align with the Chamber’s mission and/or programming efforts.

## Standard Website and Email Communication

Through the maintenance and ownership of [www.HanoverChamberVA.com](http://www.HanoverChamberVA.com), we reserve the right to publish any and all chamber events, happenings and related information on our webpages and in our emails. Standard communication includes, but is not limited to, monthly e-newsletters and spotlight messages, event reminders, ribbon cutting announcements, blog or content posts and any relevant organization announcements or updates. Members may ‘opt-out’ through our website.

## Releasing Database Information/Contact Lists

To protect the personal preference and discretion of our members, the Hanover Chamber will not release Excel documents containing the mailing/contact information of our members. It is our hope that this restriction guards against unsolicited mail/emails and phishing scams.

## Sharing Events or Updates from Members or Organizations

The Hanover Chamber will maintain a “Community Calendar” on which announcements, events or other information can be publicly shared. This calendar will be populated by request from area partners or organizations; the chamber reserves the right to deny a request if it opposes the chamber mission or purpose. Community posts must be submitted 4 weeks prior to an event date to guarantee publication. Posts must comply with the following: 1) The event must take place within Hanover County OR be hosted by a Hanover Chamber member and 2) The event must be community focused and intended to provide support, care or fun to area residents and chamber members.

We will not forward specific emails to our contacts nor email chamber members individually, however we will include mentions of community happenings in other standard communications. If a member would like to offer a special discount/rates to other members, they will need to advertise it through the chamber’s spotlight, Chamber Champions or other paid platforms. The chamber will not solicit support of any political candidate, party, representative or lobbying entity.

## Social Media Guidelines

Being present on various social media platforms is relevant and essential in today’s world. Our posts, across platforms, will primarily feature chamber news, upcoming events, event recaps, and the sharing of fitting economic or partner events and news. In an effort to guard against favoritism (members vs non-members, paid service vs free service, etc.) the Hanover Chamber will not: 1) Individually promote a person, place, business, product or service unless such a promotion is part of a sponsorship or Media Message or 2) Send out or solicit direct funding requests for or in support of any one elected official, political candidate, party or representative.

*Please see our website at [HanoverChamberVA.com/AboutUs](http://HanoverChamberVA.com/AboutUs) for more details. Thank you!*