

Communications Policy

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.

Standard Website and Email Communication

Through the maintenance and ownership of 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 media messages, timely event reminders, occasional ribbon cutting announcements, blog or content posts and any relevant organization announcements or updates. In our effort to be conscientious to our contacts, we aim to restrict these outgoing emails to 2 per week or 8 per month whenever possible.

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. Similar information is available in our Directory (printed/online) if one chooses to research certain members. Exceptions will not be made, as it may be seen as favoritism. 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. 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 Media Message platform. 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...

- Individually promote a person, place, business, product or service unless such a promotion is part of a sponsorship or Media Message
- Send out or solicit direct funding requests for or in support of any one elected official, political candidate, party or representative.

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.

Use of the Hanover Chamber Name and Logo

Current and active chamber members may elect to display an official Hanover Chamber logo on their website to indicate their membership and partnership affiliation. Members should request an approved, official logo from the chamber office and it should be noted as an affiliation of membership along with a link to our website.