

Santa Maria Valley Chamber Member Promotion Policy

The Santa Maria Valley Chamber reserves the right to approve, modify, or decline any promotional content provided by Chamber members for use in Chamber advertising, member profile listings, or for other promotional opportunities. This policy ensures that all promotional activities align with the Chamber's standards, values, and mission to serve the Santa Maria Valley community.

Scope

This policy applies to:

- Advertising opportunities including social media posts, newsletter inserts, Chamber News articles and any other member-related promotion.
- Member Profile Listings on the Chamber's website or other Chamber-owned platforms.

Promotion Guidelines

- **Content Standards**
 - All content submitted by members for promotional purposes must align with the Chamber's values of integrity, professionalism, and community support.
 - The Chamber reserves the right to edit, revise, or reject any content that is deemed inappropriate, misleading, or inconsistent with the Chamber's mission.
 - Any claims made in advertising or profile listings must be truthful and verifiable.
- **Approval Process**
 - The Chamber will review all promotional content, and approval is at the sole discretion of Chamber staff.
 - The Chamber reserves the right to limit or reject content that conflicts with Chamber initiatives, contains political endorsements, or may be considered offensive or harmful to the community or other members.
- **Modifications**
 - The Chamber may suggest or make modifications to content for clarity, accuracy, or formatting purposes.
 - Members will be notified of any significant changes and may choose to accept these changes or withdraw their content.
- **Member Profiles**
 - Member profile listings on the Chamber website or directory must be updated and maintained by members. However, the Chamber reserves the right to remove or modify information to ensure accuracy and consistency with Chamber standards.
 - The Chamber may remove outdated or inaccurate listings or request updated content from the member. Requested information must be received within 3 business days.

Discretionary Rights

- The Chamber retains full discretion over what content is published or promoted across all platforms.
- This includes, but is not limited to, the timing of promotions, the platforms used for promotion, and the prominence or frequency of promotions.
- Members are not guaranteed specific placement or visibility within Chamber communications unless explicitly outlined in a sponsorship or advertising agreement.

Compliance

Failure to comply with these guidelines or repeated submissions of inappropriate content may result in a member's promotional privileges being suspended or revoked.