

Standard Operating Procedures of Committees and TEAMS

A. Marketing

A significant number of informative and promotional marketing pieces are produced by or on behalf of the Naperville Area Chamber of Commerce (NACC). This section addresses the policies and procedures related to the production of such items.

1. Creative Process and Approval for Marketing Materials

The NACC Marketing staff, Committee and TEAM Members shall follow the following creative process guidelines:

- a. Notify the Marketing staff or NACC Liaison of new project
- b. Identify the scope and goals of the project with the Marketing staff or NACC Liaison
- c. Complete the Committee or TEAM Marketing Request Form no later than 2 weeks prior to marketing request deadline **OR** if Committee or TEAM Member with background in marketing/advertising/graphic design desires to create piece the Chamber's Identity Guidelines must be strictly followed during the creation process with approval from Marketing staff
- d. Grant final decision-making on marketing efforts to the Marketing staff
- e. Ensure that no Committee or TEAM authorizes the spending of NACC money for project development and printing.
- f. Ensure that no Committee or TEAM works independently of the NACC's established marketing effort.

PLEASE NOTE: The NACC Marketing and Communications staff must approve all final copy before it is disseminated.

2. Social Media

The Naperville Area Chamber of Commerce recognizes the evolving role of social media and other tools in relationship marketing and recognizes the use of these tools to promote the organization's brand messages, to create dialogue with other Members and to communicate our programs.

Policy: The NACC reserves the right to monitor and control, at its sole discretion, its brand identity online as well as offline.

Guidelines for Those Using Social Media on Behalf of the Chamber:

- a. You are not authorized to represent the NACC online through NACC social media accounts including but not limited to Committees, TEAMS, Programs and Events without authorization from the Director of Marketing & Communications.

- b. If you desire to establish a social media account on behalf of a NACC Committee or TEAM, this must be approved by the Director of Marketing & Communications. Once approved, you should work with the Marketing staff and Chamber Liaison to ensure consistency in messages, branding and strategy.
- c. If a social media account currently exists, Member must grant admin access to Chamber's Director of Marketing & Communications.
- d. When posting remarks or comments, be respectful, constructive and add value to the conversation.
- e. Use common sense, courtesy and good judgment when networking online, just as you would in face-to-face communications.
- f. The Marketing and Communications department may use discretion in deleting any posts that do not positively reflect the values and philosophy of the Chamber.

3. Websites and Blogs

All website updates must be authorized by the Director, Marketing & Communications. The following guidelines have been established for committee and TEAM pages on the NACC's website:

- a. Up to (3) linked pages on the Committee or TEAM sub-navigation
- b. Additional pages linked from within page content

The submission process for website updates is as follows:

- a. One update request per month, maintenance requests processed as needed
- b. Content requests that are submitted will have a typical turn-around time in 10-business days.
- c. All content and updates are subject to a marketing review by the Director of Marketing and Communications

Guidelines for External Websites and Blogs

- a. Members are not authorized to represent the NACC online through NACC website or blog accounts including but not limited to Committees, TEAMS, Programs and Events without authorization from the Director of Marketing & Communications.
- b. If you desire to establish a website or blog on behalf of a Chamber Committee or TEAM, this must be approved by the Director of Marketing & Communications. Once approved, you should work with the Marketing staff and Chamber Liaison to ensure consistency in messages and strategy.
- c. The NACC reserves all rights to approve or deny the ability to launch a website or blog on behalf of the organization.
- d. Access to all websites and blogs created on behalf of the Naperville Area Chamber of Commerce and/or Chamber Committees or TEAMS must be made available to Marketing staff.

B. Events

1. Socials and Fundraisers

The Chamber understands the desire to host socials and fundraising events outside of regularly scheduled meetings and events. In order to establish consistency and clarity, the following guidelines have been implemented:

- a. Notify the Chamber Liaison of desire to host social or fundraising event.
- b. Identify the scope and goals of the social and fundraising event to the staff liaison.
- c. Ensure that no Committee or TEAM authorizes the spending of Chamber money for event.
- d. While planning social or fundraising event, Committee or TEAM must determine if the Chamber's promotion and planning is necessary to achieve goal of event.

If Chamber's promotion and planning is desired:

(Example: After Hour events to attract new Members)

1. Refer to Marketing section of the Standard Operating Procedures of Committees and TEAMS for further information.
2. The NACC reserves all rights to make final decisions regarding the promotions and planning process of the social and fundraising event.

If Chamber's promotion and planning is not necessary:

(Example: Reoccurring TEAM get-togethers)

1. We strongly encourage any Committee or TEAM social and fundraising event to be held at a Chamber Member Business or residence.
2. All marketing for the social and fundraising event including but not limited to printed materials, social media, e-vites should not mention the Naperville Area Chamber of Commerce (NACC) or use the logos of the Naperville Area Chamber of Commerce, Committee logos or TEAM logos. However, the use of the Committee or TEAM name (example: LEAD TEAM 3 Social) on its own is acceptable.

Disclaimer: The Standard Operating Procedures of Committees and TEAMS is designed to serve as a guideline for Committee and TEAM Members, however the Naperville Area Chamber of Commerce reserves all rights to amend as necessary.