

Gilmer Chamber Social Media Exposure – *Member Benefit for Trustee, Partner, and Influence Tiers*

Statement for benefits:

In addition to recognition associated with **paid event sponsorships, Ribbon Cuttings, and membership renewals**, Trustee, Partner, and Influence level members are eligible for **two (2) social media features during the January–December calendar year**.

Features may appear across the Chamber’s social media platforms, including **Facebook, Instagram, LinkedIn, and other platforms utilized by the Chamber**, and may take a variety of forms based on the Chamber’s current content strategy and needs. Examples may include Reels, *Local & Loved*, *Made Here*, *Grown Here*, local guides, *Ask an Expert*, business spotlights, collaborative features, or other creative content.

The **format, platform, timing, and creative direction** of each feature will be determined by the Chamber. Features may highlight a member individually or as part of a group or themed post. Participation in a particular series, platform, or type of post is not guaranteed.

Members may be asked to complete a **Social Media Feature Survey** to share information about their business, feature preferences, upcoming opportunities, and available high-resolution photography or marketing assets. Submission of materials does not guarantee use; all content is subject to Chamber brand standards, content needs, scheduling, and creative discretion.

Social media benefits are provided on a calendar-year basis (January–December), rather than based on an individual member’s join or renewal date.