



## **COMMUNICATIONS POLICY**

The Namaqualand Chamber of Commerce (NPC) is the voice of business. First and foremost, it is the source for information about Namaqualand's overall business community and climate. The Namaqualand Chamber of Commerce (NPC) is also a means of communications for its members to share information. Policies are outlined below to ensure the Chamber's message is aligned with its mission and vision and that members are treated fairly.

### **1. Public Face of the Chamber**

The Chamber Chairperson shall serve as the spokesperson for the Chamber when working with the media on official statements, positions, and representation at events. Members designated by the chairperson may serve as a spokesperson as needed.

### **2. Business Promotion**

Every member in good standing has a listing on the Chamber website in at least one business category. Members are responsible for providing business profile details. Members in good standing will also have access to the Chamber's Facebook page and Whatsapp group for additional business promotion.

### **3. Member News Blog**

The Chamber website includes a news blog that promotes something good, fortunate, or pleasant with our member businesses and organizations. It provides an opportunity to share personal achievements of or members and milestones their businesses have made. Member submissions must meet the following guidelines to be posted to the Chamber's news blog. Other submissions may be considered at the discretion of the Chamber staff.

- Awards received by any member whether business or non-profit
- Grand openings
- Milestone events i.e. 10-year anniversary
- Newsworthy business activities in the community
- Introduction of a new service or product that represents a strategy change. For example, a maternity clothing store that has added a children's clothing line would be newsworthy. A clothing store announcing a sale on its spring arrivals is not considered newsworthy. However, the clothing store may purchase an ad promoting the sale.

### **4. Social Media**

The Chamber may promote a member business or event through social media, staff time permitting. The Chamber has a goal to encourage members to do business with other members. To be fair to paying members, the Chamber will not promote events that are in partnership with a non-member business or non-profits, unless a Chamber member has paid for advertising.



## NAMAQUALAND CHAMBER OF COMMERCE (NPC)

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For the most effective social media promotion, the Chamber highly recommends providing a link to relevant information.

All communication on social media, including Whatsapp will be in accordance with The Protection of Personal Information Act as well as the Chamber's POPI Policy. Furthermore, all communication on the Chamber's social media platforms and website will be agreement with the Chamber's Strategic guidelines and values. All communication will also refrain from spreading unsubstantiated information, information not directly aimed in the promotion of businesses and communities in Namaqualand, hate speech and any other negative or false information that may cause disharmony between members. Any member or persons in contravention with the above will immediately be removed from all social media platforms and websites belonging to the Chamber.