SAN LUIS OBISPO CHAMBER of COMMERCE

Member Inclusion on Social Media/SLO Chamber Social Media Standards

The SLO Chamber maintains an active online presence, and offers members opportunities to get your content in front of our engaged audience of more than 14,000 accounts across Facebook and Instagram through inclusion in @slochamber Facebook and Instagram stories.

The SLO Chamber works hard to engage with member content on social media, including liking and commenting on posts. Tag us in your content or the comments to make it easier for us to see and engage with your content!

The SLO Chamber does not accept collaboration requests on Instagram.

Member content being shared on SLO Chamber Instagram & Facebook stories
Members can be included in a SLO Chamber Instagram and Facebook story (known hereafter as Story) once per month, at no additional cost to your membership.

Inclusion in the SLO Chamber Story can be done in one of two ways:

1. **Sharing your post to the SLO Chamber Story**: We will share your post of your choosing. Please submit your request at least ten days prior to the date you'd like it shared. Detail what your post will be, when you will be publishing it, and identifiable details like what it will look like and what the caption will say. We will share to our story on the weekday you request. Please tag us in the post, caption or comments to ensure we can share it.*To submit your request, email news@slochamber.org with the graphic and your detailed request, and "[BUSINESS NAME] Story Submission" as the email subject.*

2. **Submitting a story graphic for us to publish to the SLO Chamber Story**: We will share a graphic of your choosing to our Story and tag your business in it. For inclusion, please submit the graphic you'd like shared as a PNG or JPG with dimensions of 1080 x 1920 pixels.Please submit your request at least ten days prior to the date you'd like it shared. We will share to our story on the weekday you request. *To submit your request, email news@slochamber.org with the graphic and your detailed request, and "[BUSINESS NAME] Story Submission" as the email subject.*

Due to the volume of member social media requests, we are unable to share your content without ten days of leadtime. The SLO Chamber will only share member content on weekdays, excluding holidays.

The SLO Chamber works to connect the business community with ideas, inspiration and each other, bringing people together to shape the place we love. With this in mind, the SLO Chamber has the ability to decline to share member content at our discretion.