



## SOCIAL MEDIA GUIDELINES

1. To be considered for inclusion on the Sampson CVB social media pages, your business or event must have a relationship to a Sampson County visitor experience. See our website for the four strategic areas of our focus. They are: Stay, Dine, Shop, Play (aka "Partners")

SCCVB Partners are:

- Sampson County lodging partners that pay occupancy tax
- Sampson County restaurants
- Sampson County shops that attract visitors from outside of the county.
- Sampson County attractions
- Sampson County events

2. Each Partner must have established their own social media page(s) to be considered for sharing and posting on the Sampson County CVB social media pages.

3. The more active a Partner is on their own social media business pages, the more likely they are to be shared on the Sampson County CVB social media pages.

4. The SCCVB creates a monthly social media content calendar and makes best efforts to balance the posts made across all Partners, relative to the season, local events, national day calendars and other variables.

5. The SCCVB reviews requests for posts on our social media pages by our Partners and do our best to accommodate each request. The SCCVB reserves the right to determine whether a post or suggested content in the form of text and/or images is a good fit for the SCCVB social media pages.