



# Chapter Social Media Guidelines

Conscious Capitalism® encourages the use of social media activity to enhance communication, collaboration and information exchange to further chapter objectives.

## Please Join or Follow Conscious Capitalism here:

Online: [www.consciouscapitalism.org](http://www.consciouscapitalism.org)

Facebook: [www.facebook.com/consciouscapitalism](http://www.facebook.com/consciouscapitalism)

Twitter: [www.twitter.com/consciouscap](http://www.twitter.com/consciouscap)

Linked-In Groups: Conscious Capitalism Movement

(<http://www.linkedin.com/groups/Conscious-Capitalism-Movement-3843393>)

Conscious Capitalism Chapter Leads (Private group - e-mail [jess.peabody@consciouscapitalism.org](mailto:jess.peabody@consciouscapitalism.org))

## Conscious Capitalism Chapter Social Media Tips

As a Conscious Capitalism Chapter, we ask that you adhere to our brand communication guidelines:

- Conscious Capitalism is always capitalized.
- Your Chapter Name should be Conscious Capitalism Chapter/Location Name (each capitalized) or Conscious Capitalism Chapter Location (for LinkedIn).
- This disclaimer should be displayed on your About pages: *The postings on this site do not necessarily represent the positions, policies, program, strategies or opinions of Conscious Capitalism, Inc.*
- While social media is a great forum for more informal interactions, proper spelling and punctuation rules still apply.
- Likewise, affiliations, biases and sensitive topics are not to be addressed via your Conscious Capitalism Chapter page. Stick to Chapter relevant material.
- Do not endorse political candidates and/or parties.

- Engage. Respond to posts and mail. Ask questions. Delete spam. Keep an eye on your page.
- Keep it current. Keep the latest news about your Chapter and the Conscious Capitalism organization updated.
- Add value. Stay on topic.
- Correct your mistakes. If you make an error, be upfront and quick with your correction. You may choose to modify earlier posts – just make it clear you have made corrections.

## Posting Ideas

- Feel free to share content from the Conscious Capitalism Inc. web site or social media pages and feeds.
- Post pictures from your events.
- Link to Chapter activities in other media (ie: event sign-up pages, newspaper calendar listings, etc.)
- Quotes from Chapter representatives, event speakers or volunteers
- Quotes from Conscious Capitalism books and event speakers.
- Chapter and organization event information.
- Poll questions.
- Gratitude to your members and volunteers.

If you have something noteworthy to share on the main Conscious Capitalism Facebook page or Twitter feed, e-mail [jess.peabody@consciouscapitalism.org](mailto:jess.peabody@consciouscapitalism.org) the details and we'll do our best to expand the reach of your post.