Community Board Guidelines

Being an integral part of the local community is extremely important. Not only will it allow you to create personal connections with your frequent customers, but it will help distinguish you from the competition.

Your community board gives your store the opportunity to demonstrate its understanding and commitment to your local community. It is also a great way for you to let your customers know how your store, and the company, embraces the guiding principle of “contributing positively to your communities.”

It is the responsibility of the Store Manager to manage and oversee the content of the community board. Please review the following guidelines to help you think about how you will manage the content of the board in your store.

The store community board has two main functions:

* Celebrate the great things that you and your partners are doing in the local community, e.g. fundraising activity for a local cause
* Promote the events, places and activities in the community that you think your customers would like to find out about, e.g. flyers from the community festival or detail of a local fun run.

# Community Board Guidelines

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| Do | Do Not |
| **DO** communicate your involvement in any local events (community festivals, runs, etc.). | **DO NOT** post company promotional materials. The Community Board is not a vehicle to promote a product sale or a new service offering. |
| **DO** post events relevant to your community or your customers even if not sponsored by your business (e.g. local school plays, Neighborhood Watch meeting, etc.). | **DO NOT** post classified ads (e.g. car for sale, kittens for free) or “For Rent” signs. |
| **DO** post information about your store’s local community involvement or volunteer activities (local charity walks, mentorship programs with local schools, etc.). | **DO NOT** post religious or political literature. |
| **DO** post information about in-store events (education seminars, live music, local art displays, etc.). | **DO NOT** post any information that might be deemed as offensive, harassing, controversial or threatening. |
| **DO** post “thank you” letters, awards or certificates from organizations you have supported. | **DO NOT** post photos of customers. Posting customer photos requires that specific legal forms be completed. |
| **DO** post positive newspaper articles about your store’s community involvement. | **DO NOT** leave your community board empty. This sounds simple, but can often be overlooked with competing priorities in your store.  An empty board sends the message that nothing is happening! |
| **DO** post photos of partners volunteering in the community. |