



# Town of Superior Social Media Policy for Business-Related Posts

This policy guides the Town of Superior's social media posts related to local businesses to ensure transparency, fairness, and consistency in supporting our entire business community.

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## 1. Objective

- Promote positive and fair representation of all local businesses.
  - Support business growth and community engagement.
  - Manage community expectations on how and when businesses are featured.
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## 2. Content Focus

The Town will primarily post about local businesses in the following contexts:

- **Significant milestones or expansions** endorsed by the Town
    - **Grand openings and ribbon cuttings**
    - **Now open announcements**
    - **Major anniversary**
    - **Relocation to a new facility**
    - Others as deemed appropriate by the Town's Economic Development Manager and the Town's Communications Department
  - **Special Town-supported events** involving businesses (e.g., participation in Town festivals or official programs)
  - **Announcements aligned with Town initiatives or economic development goals** (e.g., specific business types may be featured to promote the Town as a good place for those types of businesses)
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## 3. Fairness and Expectations

To ensure fairness:

- Posts will focus on businesses that have a physical presence within the Town limits.



- The Town will not promote individual sales, discounts, or promotions.
  - It is the responsibility of the businesses, not the Town, to request posts at their milestones.
  - The Town does not endorse any business product, service, or pricing through social media posts.
  - Posts will be limited to relevant, high-level information and static pictures.
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#### **4. Post Criteria**

- Businesses seeking social media support should submit requests with relevant details at least two (2) weeks in advance. Relevant details may include:
    - Date, time, and location/address of the event.
    - A blurb (no more than 150 words) about the event, occasion, topic, etc. that staff will use to prepare the social media content.
    - At least one (1) relevant, high-resolution picture, no more than three (3) relevant, high-resolution pictures. Include alternative text with each image submitted. Staff may edit as needed for accessibility compliance.
  - Requests should be made to the Town via the fillable form found on the Town of Superior's Business Resources webpage.
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#### **5. Disclaimers**

- Posts are not intended to replace individual business marketing efforts.
- The Town reserves the right to decline posts that do not align with Town values or social media standards.
- The Town reserves the right to edit post content requested by the Business to fit the standards of the Town, including, but not limited to, accessibility, tone, and wording.
- The Town may reach out to businesses regarding potential social media posts, but does not guarantee outreach at every potential opportunity to post.
- The Town reserves the right to publish the posts on one or more of its social media accounts, as applicable and appropriate as determined by Town staff.
- The Town cannot guarantee every request will be posted due to volume and scheduling constraints.
- This policy will be updated as needed to reflect evolving social media practices and community needs.



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## 6. Social Media Platforms

Posts will be featured on one or multiple of the following Town of Superior Social Media accounts:

### Facebook

Town of Superior, Colorado - Government

[facebook.com/SuperiorColorado](https://facebook.com/SuperiorColorado)

### X (formerly Twitter)

Town of Superior, Colorado

[x.com/townofsuperior](https://x.com/townofsuperior)

### Instagram

Town of Superior, Colorado

[Instagram.com/townofsuperior/](https://Instagram.com/townofsuperior/)

### Bluesky Social

Town of Superior, Colorado

[bsky.app/profile/superiorcolorado.gov](https://bsky.app/profile/superiorcolorado.gov)

### LinkedIn

Town of Superior, Colorado

[linkedin.com/company/town-of-superior](https://linkedin.com/company/town-of-superior)

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## 7. Contact

If you have any questions or concerns, please contact the Town of Superior's Economic Development Offices.

### Ellen Robertson

Economic Development Manager

Email: [ellenr@superiorcolorado.gov](mailto:ellenr@superiorcolorado.gov)