



SOCIAL MEDIA GUIDE

LOVE LARCHMONT CHANNELS

AND

LARCHMONT CHAMBER 10538 MEMBER GROUP

LEVERAGING SOCIAL MEDIA

①

Promote Your Business to the Chamber Community

- Submit posts to be published on the Chamber's **Love Larchmont** channels
- These channels are to promote your business and events
- [Facebook](#) (~10K members)
- [Instagram](#) (~5K followers)

②

Tag Posts in Your Channel

- When appropriate, tag the social media posts in your channel with the **Love Larchmont** handle or **#lovelarchmont**
- Examples include sponsoring or participating in Chamber events

③

Join Members-Only Chat

- Join the [Larchmont Chamber 10538](#) Facebook group
- This channel is for Chamber members only and serves as a platform to communicate with members, ask questions, seek recommendations and share knowledge
- This channel is not for promotional content

LOVE LARCHMONT CHANNELS

1

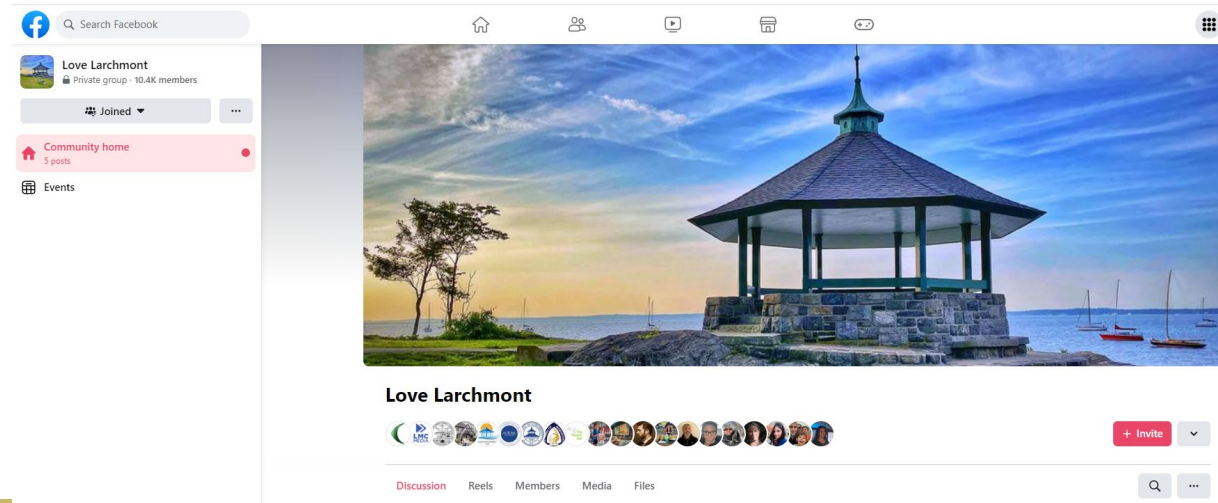
- The Chamber hosts social media channels titled **Love Larchmont** on Facebook and Instagram
- These channels are for members to share content about their business with the Chamber communities
- Chamber members are invited to post or submit content in these channels
- Real estate listings are not allowed in these channels
- Members should not exceed one post per day on the Love Larchmont Facebook channel

(details follow)

LOVE LARCHMONT FACEBOOK

1

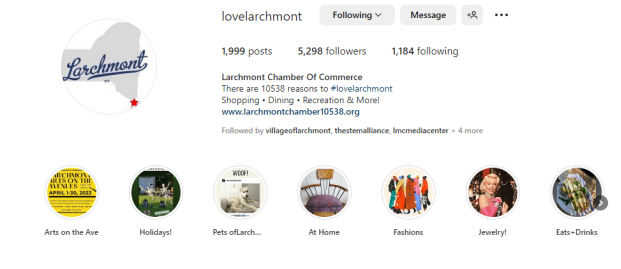
- Submit your [Love Larchmont Facebook](#) post directly in that channel or share your own post
- An admin for the channel will review within 24 hours and then post or reach out with comments
- Tag your business in the post to encourage connection to your business page
- If you have questions about the Facebook channel contact Megan McCarthy, mmccarthy@houlihanlawrence.com



LOVE LARCHMONT INSTAGRAM

1

- The Chamber will leverage content from your business Instagram channel into a rotation of posts in the Love Larchmont channel to further promote your business.
- Content from your channel will be restyled with some new text, info or GIFs and be posted according to a weekly theme schedule.
 - Motivation Monday: fitness, wellness, psychology, children’s activities, charities, etc.
 - Transformation Tuesday (home related): art and photography, design, home furnishings, construction, real estate, moving etc.
 - Wonderful Wednesday (indulge/pamper): beauty, travel, pets, floral, collectibles, etc.
 - Foodie Thursday: restaurants, food purveyors, chocolates and bakeries, wine/liquor
 - Fashion Friday: clothing for all ages
 - Saturday/Sunday: special events, local lore, amateur photos of Larchmont, other items to drive interest
- One post and several stories will be created each day Mon – Fri. At least one story for each business will be kept in the Highlights section under the appropriate theme.
- If you have questions on this channel or how your business fits in the schedule, please contact Madeline Scarpa, madeline.scarpa@gmail.com.



TAG POSTS IN YOUR CHANNEL

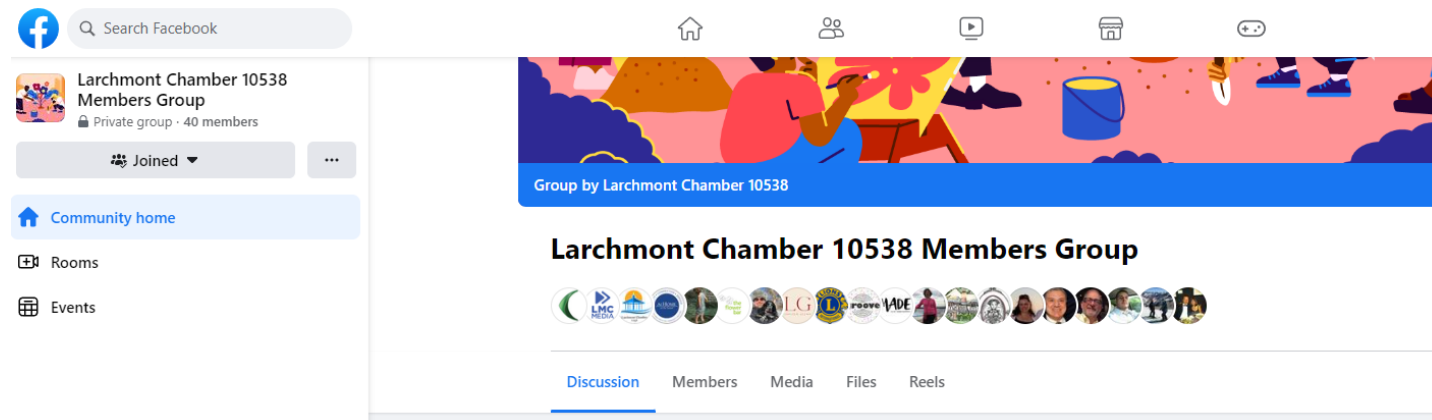
2

- To maximize the reach of the posts in your business channels you can tag the Love Larchmont channels ([Facebook](#) and [Instagram](#)) or #LoveLarchmont, when appropriate
- Examples might be when your business is sponsoring or supporting Chamber events, promotions you want to communicate to the Chamber community or other similar information

JOIN MEMBERS FACEBOOK CHAT

3

- Join our new members-only Facebook channel designed for members to share knowledge, ask for recommendations or otherwise reach out to members on appropriate business or community topics
- This channel is NOT for promotional content; utilize the Love Larchmont channels for that purpose
- Post appropriate content directly in the [Larchmont Chamber 10538](#) channel
- If you have questions, please contact Lana Keller, hello@shopdotdot.co



LINKS AND CONTACTS

- Love Larchmont [Facebook](#) and [Instagram](#)
- [Larchmont Chamber 10538 Facebook](#)
- Love Larchmont Facebook Inquiries – Megan McCarthy, mmccarthy@houlihanlawrence.com
- Love Larchmont Instagram Inquiries – Madeline Scarpa, madeline.scarpa@gmail.com
- Larchmont Chamber 10538 Facebook Inquiries – Lana Keller, hello@shopdotdot.co
- Additional member information in [Resources Hub](#) on larchmontchamber10538.org