

City of Beachwood Promotion Policy

The City of Beachwood is committed to ensuring that all promotional activities align with its mission, uphold community values, and reflect the highest standards of consistency and professionalism. To maintain a clear and unified communication strategy, the city will **strictly limit** promotional efforts to events, organizations, and initiatives that are either **city-sponsored** or have an **official, formal partnership** with the City of Beachwood.

Scope of Promotion

This policy applies to all promotional platforms and communication methods utilized or managed by the city, including but not limited to:

- Static and digital signage
- Social media platforms*
- Print materials (e.g., flyers, newsletters, inserts)
- The official city website
- Door hangers
- Email campaigns
- Public service announcements
- Any other communication tools or channels under the city's control

Eligibility

To ensure the integrity and focus of city communications:

- Only events, initiatives, and programs **directly sponsored** by or in **formal partnership** with the City of Beachwood will be eligible for promotion.
- The city will **not accept or promote** any of the following:
 - Commercial advertisements or business promotions.
 - Political endorsements, advertisements, or initiatives.
 - Religious advertisements or events.
- The city will also **decline to promote** any events, initiatives, or messages deemed unrelated to official city sponsorship, partnerships, or community priorities.

Final Authority

The city administration, with input from the Communications Manager, will exercise **full and final authority** over all promotional decisions. This authority includes the right to review, approve, modify, or reject any content proposed for promotion on any city-operated platform. All decisions will align with the city's mission and commitment to serving the community's best interests.

**The city's Economic Development Director has full oversight of all content and promotional decisions for the City of Beachwood's LinkedIn account.*