



MARKETING POLICY

Adopted March 15, 2023

The Vinton County Convention and Visitors Bureau (VCCVB) is a private nonprofit corporation organized for the public purpose of promoting the economic development of Vinton County's tourism industry. The corporation reserves the right to include or exclude content for any reason at the direction of the Board of Trustees or Executive Director. Volunteer administrators/editors of social media accounts reserve the right to share/post content at their own discretion and may remove/report/not share any content for any reason.

Marketing materials, advertisements, and social media content submitted by third parties that will not be approved/posted/shared and may be removed/reported may include, but are not limited to:

- Harassing, intimidating, or threatening comments/images to another person or group.
- Comments/images that incite violence or other action in violation of any federal or state anti-discrimination laws.
- Sexually explicit/vulgar language/images and profanity.
- Content that includes defamation, nudity, partial nudity, obscenity, or offensive comments that target or disparage an individual or group of individuals, personal attacks, profanity, sexual or violent imagery, or vulgarity.
- Content infringing on copyrights or trademarks.
- Content linking to inappropriate sites, phishing scams, etc.
- Content that promotes illegal activity.
- Content that promotes non-local products or services or contains excessive/irrelevant/undesired advertising ("spam").
- Content that promotes multi-level marketing (MLM)/pyramid schemes, such as Scentsy, LulaRoe, Mary Kay, etc.
- Content that includes false or defamatory information.
- Content that misrepresents or hides the creator's identity.
- Content that violates privacy or confidentiality.
- Content unrelated to Vinton County, Ohio and the Hocking Hills Region.
- Content that violates a state or federal law, organizational policy, or social media channels' community terms of service.

- Repetitive comments and spam posts.
- Content promoting churches or religions, except when promoting a specific community service event or fundraiser.
- Content promoting a political agenda, party, or candidate, excluding press releases and statements made by elected officials.

Additional criteria that may be considered by the VCCVB when making decisions whether to include/exclude content in marketing products may include but are not limited to businesses/events or their owners/promoters:

- Publicly advocating/endorsing/selling hate speech, discrimination, terrorism, violence, illegal/unethical/immoral acts;
- Spreading misinformation/fake news/conspiracy theories;
- Whose interests do not align with the mission of the VCCVB;
- Whose lodging facility does not properly collect and remit the lodging excise tax as required by the Vinton County Lodging Excise Tax Code of Regulations or Brown Township's lodging tax resolutions;
- Making false claims/accusations against the VCCVB;
- Previously or currently engaged in legal proceedings with the VCCVB;
- Whose business services/products/views are deemed to portray Vinton County, Ohio negatively to residents and/or visitors;
- Whose facilities/products/services have received higher than average negative public reviews, safety violations, health department violations, and/or sanitary/nuisance complaints.

The VCCVB Board of Trustees and its employees and volunteers who own or operate businesses or organizations within the tourism industry are not prohibited from promoting their own content, provided it is not done at the exclusion of industry competitors or in such a way that favors their own. Paid marketing opportunities offered through the VCCVB, such as advertising in the visitors guide, shall be available to members of the VCCVB Board of Trustees and its employees and volunteers at the same rates and discounts offered to all other industry partners.