

Message Advertising Policy

This is the Advertising Policy for Message members/non members wishing to advertise or promote a business product, service or event.

The policy's intention is to help Message balance the needs and interests of Message members, and Message entrepreneurs and local businesses.

“Advertising” is a catchall phrase referring to anything overtly or subtly promoting a business, product, service or event.

One exception to this policy is for “advertising” a nanny, domestic helper or babysitter, which may be posted on the Forum via [Childcare and Domestic Help](#).

The Message Web Manager, forum moderators and the Message Executive Committee (ExCom) will monitor adherence to the Advertising Policy and Protocols. Disregard for the policy may result in:

- Deletion of flagged posts
- Loss of access to all forms of communication with Message members (Website, MicroMessage lists, WhatsApp groups).
- In serious cases, we reserve the right to revoke the membership of the offending party or blacklist non-member businesses from future Message Events.

Contact infoservices@messageparis.org if you have any doubts about where and how to post something you'd like to promote or recommend.

General Message Protocols

Message is above all a group for English-Speaking parents to support one another. It is also a place where members can ask for recommendations, promote their own businesses or recommend businesses belonging to other people in an appropriate, respectful way.

1. Don't spam Message members
2. Don't actively solicit monetary donations from Message members, even for charity
3. Don't post repeatedly about the same business
4. Don't use any Message mailing lists promote a business, product or service

ADVERTISING WITH MESSAGE

Member businesses or other profit-making enterprises may directly publicise to Message members or announce a special event via:

1. A paid display ad in the Message magazine (contact ads@messageparis.org ; [RATES are here](#))
2. A paid classified ad in the Message magazine (contact classifieds@messageparis.org)

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3. Making a [Member Recommendation](#) within the Forums to recommend a product or service. (members only)
 4. Posting via the [Classifieds](#) section under Services Offered in the forum (members only)
 5. Posting via the [Events](#) section of the website under the "Message Business Events" (members only)
 6. Submitting a [Professionals Directory listing](#) (members only)
 7. Posting about your business or event to Message WhatsApp groups (On MONDAYS only; WhatsApp admins reserve the right to delete overly spammy or inappropriate posts) (members only)

COLLABORATING WITH MESSAGE

An individual service line within Message may choose to collaborate with member OR non-member businesses and groups:

- If the product, service or event offered is deemed of interest or beneficial to Message members.
- This will be decided on a case-by-case basis by the service line's VP, in consultation with the President and with full knowledge of the ExCom
- The following best practices are helpful guidelines:
 1. Message members offering similar products / services will always receive priority over non-Message members
 2. Message will only formally endorse collaborations with member OR non-member businesses which are offering demonstrable advantages to our Message members. Eg: Free, discounted or association rates / access to products and services specially tailored towards Message members

WHAT'S IN IT FOR YOU: Benefits for Advertisers

Depending on the level of collaboration, potential benefits include (but are not limited to): Publicity on internal and external websites, quarterly Magazine, newsletters and social media channels; event and/or marketing support; ability to promote your business at the event; venues and logistics; refreshment; potential follow-up article in our blog and/or our magazine; post-event acknowledgement on social media channels (all benefits are dependent on event and VP approval)

MAKING MEMBER RECOMMENDATIONS

Message members may share their first-hand experience of businesses and services:

- A. Members can recommend via the [Member Recommendations](#) section of the Forums. Here are the [Rules and Guidelines for making Member Recommendations](#)
- B. Members can also recommend via the [directories](#). If a directory listing already exists, they can add their name to the Member Experience section of the listing. Fellow members can contact them directly from there via PM or web contact form. If a listing doesn't exist for the business/service, a member can add it themselves and

then add their name to the Member Experience section of the listing.

USING THE WEBSITE TO ADVERTISE YOUR OWN BUSINESS. CLASSIFIEDS OR MEMBER BUSINESS EVENT

CLASSIFIEDS: Members may use the "Job & Services" category of the Classifieds section of the website to promote their own businesses pursuant to the following rules:

- The Classifieds section should also be used if a member-business owner wishes to offer free memberships, special discounts, special events, or promotions to Message members.
- Please avoid posting too frequently about your business. Excessive posting will be flagged and deleted at the moderators discretion.
- Members must select time frame that ad will run when initially posting their ad.

MEMBER BUSINESS EVENTS: Member business events may also be listed under the Member Business Events category of the [Events section](#) of the website.

- Member business or promotional event: For-profit events are allowed; open to members and non-members. (eg. drawing class offered by a member who is an art teacher, a fee-paying walking tour). NOTE: These events are not covered by Message insurance, nor does their appearance on our calendar constitute an endorsement by Message.
- These events will not be posted on Message's Public Website, nor shared as individual posts on our Social Media pages or any Message newsletters.
- Please avoid posting too frequently about your business. Excessive posting will be flagged and deleted at the moderators discretion.

RESPONDING TO POSTS SEEKING INFORMATION

Message members who own/represent a business may respond to a Forum post that relates to his/her business offering. These responses must be limited to discussion threads that have been *started* by other members seeking information (e.g., one may reply to a thread to publicise one's business if another member has asked where to find this type of business). Any perceived abuse of this privilege (e.g., encouraging repeated postings by other members) will be subject to deletion.

USING YOUR SIGNATURE WITHIN THE FORUMS

Members may use a maximum of two lines in his or her signature, to highlight the name of his/her business and/or a tagline. The font should be limited to a reasonable size (i.e. the default size) and use no animation or logos.

NOT ALLOWED:

USING MICROMESSAGE (MM) FOR ADVERTISING

MicroMessages - local area email - (MMs) are exclusively for Message-related business and therefore should not include any type of advertising or promotional communications (member or non-member). Message-related business may include topics such as: upcoming Message-wide and/or Area/Group events, information related to the Message

organization and its operations, Area and Group-specific information, events that are co-hosted by Message, and other co-sponsored events from our Sister Organizations (AAWE, BCC, WICE, etc). MMs are sent via the mailing lists and are to be used by only those with authorization (i.e., the elected Excom and Area/Group Leaders).

MEMBER CONTACT INFORMATION AND LISTS

Message member emails are for the use of Message related business ONLY. Sharing these emails or sending or unsolicited emails to member email addresses or area/group/playgroup mailing lists (i.e commercial purposes) is strictly forbidden.

Lists or individual emails should never be copied, distributed or made available to non-members. These restrictions also apply to personal information supplied in the Message magazine and/or on the Forums.

Violation of this can result in restricted access to all methods of communication within Message, or possibly termination of the Message membership.

SOLICITING DONATIONS

While Message is supportive of charities and charitable donations, members should be prudent in posting broadly to solicit donations. Direct monetary solicitations for charity, for an individual, or for an event should only be made with ExCom approval. However, solicitations for used goods for charity (e.g., coats or toys), or support via a “click” on an Internet page are acceptable.

USING YOUR BUSINESS SIGNATURE WITHIN YOUR VOLUNTEER EMAIL

Members may not use a business promotion in his or her signature, to highlight the name of his/her business and/or a tagline in any Message email accounts.

SOLICITING BUSINESS IN MESSAGE SUPPORT EVENTS

Message member volunteers should refrain from soliciting other Message members in support related events such as B2B meet-ups or Breastfeeding education classes. Only if the member volunteer is asked by the other member can they provide their details. Otherwise they should adhere to the Message general advertising policies listed above.

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