



# City of Mt. Juliet Social Media

## Promotion Policy for Local Businesses

### Purpose

The City of Mt. Juliet aims to support local businesses by promoting them on our official social media channels. This policy outlines the terms and conditions for businesses that wish to participate in this promotional program.

### Eligibility

- Businesses must be located within the city limits of Mt. Juliet.
- The business must hold a valid business license issued by the City of Mt. Juliet.
- All business types are eligible, including retail, service, hospitality, and non-profit organizations.

### Application Process

1. **Sign-Up:** Businesses interested in promotion must complete the "City of Mt. Juliet Social Media Promotion Request Form" available on the city's website.
2. **Review:** The City of Mt. Juliet will review all submissions and select businesses based on factors such as diversity, community impact, and promotional calendar availability.
3. **Confirmation:** Selected businesses will receive confirmation via email with details on the scheduled promotion date and any additional requirements.

### Content Creation

- **City Discretion:** The City of Mt. Juliet retains full discretion over the content of the promotional material, including photos, videos, captions, and timing of posts.
- **Business Participation:** Businesses may be required to provide access to their premises for filming/photography and to supply relevant information about their services or products.
- **Approval:** The final content will not require approval from the business before posting. However, the City will make a reasonable effort to ensure the accuracy and positive representation of the business.

## Posting Guidelines

- **Platform Use:** Promotions will be posted on the City of Mt. Juliet's official social media accounts, which may include Facebook, Instagram, Twitter, and other platforms as deemed appropriate.
- **Frequency:** The City aims to promote local businesses regularly but cannot guarantee specific dates or frequency of posts.
- **Content Type:** Content may include but is not limited to photos, videos, written posts, and stories highlighting the business's unique offerings and contributions to the community.

## Terms and Conditions

- **Non-Exclusivity:** Participation in this program does not grant exclusivity. Multiple businesses may be promoted concurrently.
- **No Endorsement:** Promotion does not imply endorsement of the business by the City of Mt. Juliet.
- **Termination:** The City of Mt. Juliet reserves the right to terminate or modify this program at any time without notice.
- **Compliance:** Businesses must comply with all applicable local, state, and federal laws and regulations. Any business found in violation may be removed from the promotion program.
- **No Guarantee:** Submitting a request does not guarantee promotion. The City of Mt. Juliet selects businesses based on factors like community impact and scheduling availability.

## Consent and Release

By participating in the promotional program, businesses agree to the following:

- Grant the City of Mt. Juliet the right to use, reproduce, and distribute photos, videos, and other media featuring their business.
- Release the City of Mt. Juliet from any liability related to the creation and distribution of promotional content.

## Contact Information

For questions or further information, businesses can contact:

Director of Development Services

Email: [jhamblen@mtjuliet-tn.gov](mailto:jhamblen@mtjuliet-tn.gov)

Phone: 615-773-6237

By submitting a request form, businesses acknowledge that they have read, understood, and agreed to the terms outlined in this policy.

The online application is available [HERE](#)