

02 SOCIAL MEDIA

THIRTY-DAY SOCIAL MEDIA CONTENT CALENDAR

Many people know their chamber through the things they see most often – events, ribbon cuttings and networking opportunities. This campaign is an opportunity to show them the broader picture. Use social media to make the chamber’s work visible by showing who is leading, what problems you’re working to solve, what has changed because of that work and who benefits.

Don’t just tell people that *Chambers Change Things*. Show them what your chamber is changing.

Use this calendar as a starting point and tailor each post to reflect your chamber, members and community.

POSTING CADENCE

We’ve provided enough content to support one post a day, but daily posting is not expected. Use the content that works best for your chamber and post at a frequency that fits your existing social media strategy.

CONTENT THAT ALIGNS WITH THE CAMPAIGN

Show the people who lead. Members, board members, staff and partners.

Show the work. Advocacy, workforce, economic development and community priorities.

Show the results. Data, outcomes, milestones and individual success stories.

Show what’s at stake. The local problems businesses and communities are trying to solve.

Show what’s next. Priorities, commitments and opportunities to participate.

HASHTAGS & HANDLES

- **Primary:** #ChambersChangeThings on every post.
- **Secondary (choose one or two):** #[CITYNAME]Business, #[CHAMBERACRONYM], #ShopLocal[CITY]
- Tag ACCE where relevant so the national team can amplify local activity.



@ACCEHQ



@ACCEHQ



@ACCEHQ



@Association of Chamber of
Commerce Executives



@ACCEHQ

Keep hashtag counts low. Three or fewer on LinkedIn, five or fewer on Instagram. Hashtags are used now to label your content in the algorithm, not to expand reach.

CONTENT CALENDAR

DAY	CHANNEL & POST TYPE	DRAFT COPY TO LOCALIZE	ASSET NEEDED
1	All channels Campaign launch post	Today we're joining <i>Chambers Change Things</i> , a national campaign from @ACCEHQ. Here's the short version: chambers don't just host the ribbon cutting. We help build the thing behind it. [CHAMBER NAME] is proud to stand with chambers across the country. #ChambersChangeThings	Campaign launch graphic, chamber logo lockup
2	LinkedIn President and CEO note	A message from [CEO/Executive Director NAME]: "[INSERT QUOTE ABOUT THE IMPACT YOUR CHAMBER HAS ON THE LOCAL ECONOMY AND YOUR NEIGHBORS]."	Headshot, pull quote card
3	Instagram, Facebook Look closer carousel	Look closer. There's a chamber behind it. Swipe through five things in [CITY] that a chamber helped make happen. #ChambersChangeThings	5-panel carousel, local photography
4	X, Facebook Myth versus reality	Myth: a chamber is a networking group. Reality: 81% of Americans say their local chamber is a trusted resource and partner for businesses. #ChambersChangeThings	Stat card, myth versus reality template
5	LinkedIn Staff spotlight	Behind [PROGRAM], is [STAFF OWNER'S NAME]. They spend their weeks [DESCRIPTION OF PROGRAM], turning connection and collaboration into impact for [CITY].	Staff photo
6	LinkedIn, X Headline data point	The impact of local chambers is felt close to home. 90% of Americans say their local chamber helps grow the local economy.	Stat card, 90% treatment
7	Facebook, Instagram Consumer behavior stat	Here's something worth knowing if you own a business in [CITY]: 64% of Americans familiar with their local chamber are more likely to buy from a chamber member. Membership shows up on the bottom line.	Stat card using the stat template
8	LinkedIn Advocacy explainer	What does chamber advocacy look like in [CITY]? It looks like [SPECIFIC ISSUE]. We showed up at [VENUE OR BODY], brought [NUMBER] employers with us and asked for [SPECIFIC ASK]. See our impact. 🙌🙌	Photo from hearing/meeting, or an infographic graphic using the stat template
9	Instagram reels, TikTok Short-form video	Sixty seconds on what a chamber actually does. Filmed at [LOCAL LANDMARK]. #ChambersChangeThings	Vertical video
10	X, Threads Awareness gap	70% of Americans wish they knew more about what their local chamber does. What are you looking to know?	Simple text card using the audience engagement template

DAY	CHANNEL & POST TYPE	DRAFT COPY TO LOCALIZE	ASSET NEEDED
11	LinkedIn Partner tag post	[INITIATIVE] moved forward because local leaders came together. Thank you to [PARTNER 1], [PARTNER 2] and [PARTNER 3] for standing with us on [INITIATIVE].	Group photo and/or partner logo strip
12	All channels Member story call	We want your story. If [CHAMBER NAME] helped your business hire, grow, open, reopen or stay put, tell us in three sentences. We'll share the best ones all month. Submit here: [FORM LINK - can be MS Forms, Google Forms or comparable platform]	Text card using the audience engagement template
13	LinkedIn Employer testimonial	'[QUOTE FROM EMPLOYER, ONE OR TWO SENTENCES].' [NAME], [TITLE], [COMPANY].	Quote card, company logo
14	Instagram reels Behind-the-counter	Sixty seconds behind-the-counter at [BUSINESS NAME]. [USE THE QUESTIONS BELOW IN A SHORT VIDEO INTERVIEW] 1. What's the hardest part of running a business on this street right now? 2. When did the chamber show up for you? 3. What do you want this block to look like in five years?	Vertical video, owner interview
15	Facebook Member spotlight two	[BUSINESS NAME] hired [NUMBER] people this year through [PROGRAM]. Here's how it happened. #ChambersChangeThings	Team photo, simple stat overlay
16	X, LinkedIn Reputation stat	47% of Americans say knowing a business is a chamber member makes them view it more favorably.	Use stat template
17	All channels	74% of Americans believe local chambers create jobs and promote community development. Here's how [CHAMBER NAME] supports our neighbors in [TOWN]. [Includes photos of recent projects and community engagement activities].	Photo carousel
18	LinkedIn Hard problem post	Nobody solves [HOUSING, CHILDCARE, WORKFORCE, TRANSIT] alone. That's exactly why [CHAMBER NAME] convened [COALITION NAME]. Here's what we've committed to and what we still need.	Coalition graphic, commitment list
19	Facebook, Instagram Workforce program	[PROGRAM NAME] connected [NUMBER] [CITY] students to employers this year. Workforce development isn't abstract. It's a kid with a steady paycheck and a plan.	Program photo, participant quote
20	LinkedIn Board member voice	[BOARD MEMBER NAME] of [COMPANY] on why they serve: '[SHORT QUOTE].'	Board member headshot
21	X, LinkedIn Community challenge stat	72% of Americans say local chambers play a key role in addressing community challenges. In [CITY], that role looks like [SPECIFIC EXAMPLE].	Stat card with local overlay

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22	Instagram stories Day in the life	Follow [CEO NAME] through one Tuesday. Four meetings. One site visit.	Story sequence, 6 to 8 frames
23	Instagram stories, Facebook Ask us anything	You had questions. What does [CHAMBER NAME] actually do? Nothing's off-limits.	Local photography
24	LinkedIn What comes next	<i>Chambers Change Things</i> is a campaign. [CHAMBER NAME]'s work is a commitment. Here are the three things we're taking on next: [PRIORITY 1], [PRIORITY 2], [PRIORITY 3].	Priority graphic
25	All channels Membership call to action	If you've read along this month and thought 'we should be part of that,' you're right. Membership starts here: [LINK] #ChambersChangeThings	Join graphic, clear CTA button in bio
26	Instagram, Facebook Member spotlight	[BUSINESS NAME] is building a stronger future in our community. With support from [ONE SPECIFIC THING THE CHAMBER DID], they've gained meaningful connections and resources to keep growing. #ChambersChangeThings	Owner portrait, local photography
27	LinkedIn Advocacy record	[CHAMBER NAME] brought the business perspective to [ISSUE] this year, making sure local employers had a voice when it mattered.	Priority and issue graphic
28	Facebook, Instagram Who to call	Not sure what a chamber can actually do for you? Start here. [STAFF NAME] handles [AREA]. [STAFF NAME] handles [AREA]. [STAFF NAME] handles [AREA]. Call us before you need us.	Staff photo
29	Instagram reels, TikTok	What does [CHAMBER NAME] mean to local business? Hear directly from the members, employers and partners who are helping move [CITY] forward.	Program photo, participant quote
30	All channels Month in review	The work of building a stronger [CITY] never stands still. Next, [CHAMBER NAME] is focused on [PRIORITY OR OPPORTUNITY], alongside the members and partners helping shape what comes next. #ChambersChangeThings	Local photography

ASSET LIBRARY & EDITABLE TEMPLATES

Every graphic referenced in the calendar lives in one place: [Canva Template Links](#)

Pre-made graphics are ready to post as-is. Canva templates are for anything that needs your city, your number or your logo. Duplicate the template before you edit it.

READY TO POST

These include the campaign launch graphics and stat cards. Download and post, no editing needed.

CANVA TEMPLATES

Includes stat card, audience engagement card and quote card. Each one is pre-sized for feed, story and vertical video, so you should not need to resize anything yourself.

BRAND ASSETS

- ↓ Brand guide
- ↓ Logo lockups
- ↓ Endcard animation

CHANNEL GUIDANCE

CHANNEL	WHAT WORKS	WHAT TO AVOID
 LinkedIn	First-person leadership posts, employer testimonials, policy explainers, native documents.	Link dumps with no context, corporate voice, more than three hashtags.
 Facebook	Member spotlights, community photos, event recaps, local highlights content.	Long policy threads, anything that reads like a press release.
 Instagram	Carousels, portraits of owners, reels, stories, polls and Q&A.	Text-heavy graphics, stock photography, unbranded assets.
  X and Threads	Single stat cards, real-time advocacy updates, quick myth versus reality posts.	Threads longer than four posts, engagement bait, partisan framing.
 Email newsletter	Full member stories, the CEO letter, the story submission call.	Repeating social copy verbatim.
 TikTok	Owner interviews, phone-shot walkthroughs, behind-the-counter footage, trending audio used sparingly.	Watermarked reels reposts, scripted narration, logo-heavy intros.

MEASURING YOUR CONTENT

Set the baseline before day one so the board has something to compare against on day thirty-one. Reach and impressions are the easiest numbers to report and the least useful. Push for the ones that show behavior change.

METRIC	WHY IT MATTERS	TARGET TO SET LOCALLY
Engagement rate per post	Signals whether the campaign is landing or being scrolled past.	Beat your trailing 90-day average.
Member story submissions	Direct proof that members see themselves in the campaign.	Set a number before launch.
Board and member reshares	Shows internal buy-in, which predicts everything else.	Percentage of board sharing at least twice.

SHARE HOW YOUR CHAMBER CHANGES THINGS IN YOUR COMMUNITY

This campaign needs you to share your chamber's unique stories and contributions to raise the profile of chambers of commerce nationally.

Submit your stories via ChambersChangeThings.com

What are we looking for?

- Measurable achievements, projects and/or outcomes that we can feature in the *Chambers Change Things* campaign.
- Original content that performed well or stories that gained local attention and pickup.
- Direct response from elected officials and/or other organizations recognizing your chamber's leadership and influence.