

## Chapter Community Purpose

Chapter Communities are designed to foster meaningful engagement among members at the local level. This is a virtual space for local conversations, and the goal is to create a welcoming community that offers value to members by sharing local information.

The Chapter Communities will coexist with the Open Forum, and they are both designed to foster member to member conversations. The geographic intent of the post indicates which community should be selected. The following question should guide the decision as to which location is more appropriate for this post:

*Would someone outside my market be interested and/or able to help with this situation?*

If the answer is YES, the post should go on the Open Forum. If the answer is NO, the post should go on the Chapter Community. Each community has the following focus:

- Chapter Communities are focused on the local level, including knowledge sharing and relationship building, specific to your community. Only your chapter members are part of this community. This should be used for sharing hyperlocal market information, post-event conversations, local knowledge, and personal asks of fellow members. This is for members to talk to each other; not for chapter leaders to talk at members.
- The Open Forum is focused on market-to-market conversations and industry-wide networking. All 14,000 members of CREW are part of the Open Forum. This should be used to broadly discuss CRE ideas, seek referrals in other markets, share sector-wide insights/trends and to understand attendance at industry-wide events.

The Chapter Community is home to something that doesn't exist elsewhere: it's a space for chapter-wide member conversations and should be tended to with care.

## Chapter Community Guidelines

1. **Professional Conduct.** The same [community etiquette rules](#) that apply to the Open Forum also apply to Chapter Communities. As a reminder:
  - a. Members are expected to engage professionally and respectfully. Harassment, discriminatory language, personal attacks, or disruptive behavior are not permitted.
  - b. Commercial or self-promotional posts are not permitted. The Community is intended for relationship-building and member conversations — not sales or marketing. Members may ask for recommendations, referrals, or advice, and may naturally reference their work or expertise within those conversations. However, posts primarily intended to advertise services, promote a business, generate sales leads, or market events/products are not permitted.
  - c. The intent of the community is conversation, and it is not a place to regularly post promotional announcements. (i.e. consider that you never see event promotion on the Open Forum.)
2. **Privacy.** This is a private member community. Members should respect the confidentiality of discussions and avoid sharing screenshots, posts, or member information outside the platform without permission.
3. **Content.** Discussions should remain relevant to professional networking, commercial real estate, chapter engagement, and member support. While posts that are social in nature are allowed, it should not be the majority of posts.
4. **Resources.** Documents can be uploaded to the Resource Center, and a structure will be suggested if/when appropriate to ensure they can be located easily.
5. **Legal.** These communities are provided as a service of CREW Network. CREW Network is not responsible for the opinions and information posted here. The detailed legal disclosure is available here: <https://crewbiz.crewnetwork.org/rules-and-etiquette>.