

**GIRL GUIDES OF CANADA – BRITISH COLUMBIA COUNCIL
PROVINCIAL PUBLIC RELATIONS COMMITTEE**



TERMS OF REFERENCE

(To be used in conjunction with the Committees' Generic Terms of Reference)

PURPOSE

To carry out the work of the Provincial Council, as directed by the council and the *National Strategic Plan*.

To consult with other committees in order to combine the expertise of all committees for the benefit of Guiding in British Columbia.

To promote the consistent messages of Girl Guides of Canada–Guides du Canada, BC Council by developing, overseeing and monitoring public relations within the province of British Columbia.

MEMBERSHIP

Membership to include:

Provincial Public Relations Adviser (*maximum of 3 years*)

Committee members

Committee members' duties may encompass the following, as assigned by the Chair:

Logo Approval and administration

Publications coordination

Media coordination

Social Media coordination and area liaising

Communications

Media assistance (non-voting, as deemed necessary by the PR committee)

RESPONSIBILITIES

In addition to the generic Terms of Reference, the provincial public relations committee shall:

1. Increase awareness of Girl Guides of Canada–Guides du Canada within BC.
2. Provide support for area public relations guiders through regular communication.
3. Provide support for public relations events and trainings.
4. Design, produce and publish promotional materials as required.
5. Promote and support Girl Guide cookie campaigns.
6. Place advertising and public service announcements in appropriate media.
7. Oversee the design, maintenance and administration of the BC Girl Guide website and promote its use.
8. Produce and publish *Pipeline* (The BC Council communication publication) four times a year.
9. Administer and approve logo/trefoil use applications as outlined by the current national guidelines.
10. Promote the use of the National *GGC Style Guidelines*.
11. Support, respect and encourage adherence to copyright law.
12. Oversee the collection of media coverage of BC Girl Guides.
13. Oversee the maintenance of current media databases.
14. Provide support for the preparation of the BC Council annual report.

These Terms of Reference are to be reviewed every two years.

Approval date: September 2017