



### **Mission**

To be a catalyst for girls empowering girls.

### **Purpose**

To provide guidance in the establishment of Social Media such as but not limited to: Websites, Fan Pages and Facebook sites, established under the name of Girl Guides of Canada- Guides du Canada that relate to Guiding in Nova Scotia.

### **Accountability**

Provincial Public Relations (PR) Advisory Committee

### **Guidelines**

- All Areas / Districts / Units wishing to establish a Website, Fan Page and or Facebook site are required to receive prior authorization from the Provincial PR Adviser.
- All Provincial Advisories/Teams/Task Groups wishing to establish a Website, Fan Page and or Facebook site are required to receive prior authorization from the Provincial PR Adviser.
- The Graphic Standards & Visual Elements established by the Girl Guides of Canada – Guides du Canada must be followed. (Memberzone, Policies & Procedures tab).
- The Code of Conduct established by the Girl Guides of Canada – Guides du Canada must be followed. (Memberzone, Policies & Procedures tab).
- If requested the Provincial PR Adviser will help with the creation of the site.
- A preview of the Website, Fan Page and or Facebook site shall be provided to the Provincial PR Adviser.
- Website, Fan Page and or Facebook site can be linked from the NS GGC website at the discretion of the PR Adviser and Provincial Office Manager.
- Website, Fan Page and or Facebook site established for a onetime event, are to be removed / cancelled when completed.
- Persons responsible for Unit, District, Area or Provincial level Websites, Fan Pages and or Facebook sites that do not adhere to the Graphic Standards & Visual Elements or the Code of Conduct will be addressed via the Adult Performance Management process established by GGC.