



COMMUNICATIONS COORDINATOR

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DO YOU HAVE WHAT IT TAKES?

- Girl focus: Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
 - Personal integrity: Demonstrate dependability, honesty, and credibility.
 - Adaptability: Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
 - Oral Communication: Express ideas and facts clearly and accurately.
 - Foster Diversity: Understand, respect, and embrace differences.
 - Computer skills: Access to email and the internet.
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THE COMMUNICATIONS COORDINATOR REPORTS TO


- Service Unit Coordinator
- Volunteer Support Specialist



VOLUNTEER SUPPORT SPECIALISTS BY REGION-

- Region 1
 - **Benita Jacobs** | benitajacobs@girlscoutseasc.org
 - Chesterfield, Marlboro, Darlington, Dillon, Lee, Florence and Marion counties
 - Region 2
 - **Brady Parker** | bradyparker@girlscoutseasc.org
 - Clarendon, Williamsburg, Georgetown and Horry counties
 - Region 3
 - **Kelly Pellum** | kellypellum@girlscoutseasc.org
 - Berkeley and Charleston counties
 - Region 4 & 5
 - **Annie McAlister** | anniemcalister@girlscoutseasc.org
 - Dorchester, Beaufort, Colleton, Orangeburg, Calhoun, Allendale, Bamberg and Barnwell counties.
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RESPONSIBILITIES...

- Attend training and other events as appropriate for the position such as SUDS
 - Keep minutes of meetings and prepare reports to send out monthly
 - This includes Service Unit meetings and council-wide Service Unit meetings
 - Contact Service Unit Team members via telephone or e-mail
 - Encourage them to participate in and attend Service Unit meetings
 - Keep Troops informed on Service Unit and GSESC happenings and keep GSESC informed on Service Unit and Regional happenings
 - Attend Service Unit Meetings and SU Team Meetings
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- Encourage Co-Leaders to attend Service Unit Meetings
 - Support Girl and Volunteer recruitment efforts
 - Develop a relationship with the Membership Recruiter and Community Engagement Specialist for your area
 - Work with Service Team to plan, implement, and evaluate SU events
 - Work with Service Team to earn points on the Service Unit Score Card
 - Work to promote Girl Scouting within the Service Unit
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COMMUNITY INFORMATION COORDINATOR


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THE COMMUNITY INFORMATION COORDINATOR REPORTS TO

- ↓ Service Unit Coordinator
- ↓ Volunteer Support Specialist
- ↓ Director of Communications & Marketing
 - ➔ Donna Lee | donnalee@girlscoutscsc.org




RESPONSIBILITIES

- Attend training and other events as appropriate for the position such as SUDS
 - Attend Service Unit events and take photos
 - Obtain photo releases as needed
 - Clip Girl Scouting news articles from local newspapers and forward to the Director of Communications & Marketing
 - Work closely with the Director of Communications & Marketing to submit stories to local newspapers
 - Act as a public relations liaison within the Service Unit
 - However, do NOT make any statements to the media on behalf of GSESC
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- Attend Service Unit Meetings and SU Team Meetings
 - Encourage Co-Leaders to attend SU Meetings
 - Attend council-wide Service Unit meetings
 - Support Girl and Volunteer recruitment efforts
 - Develop a relationship with the Membership Recruiter and Community Engagement Specialist for your area
 - Work with Service Team to plan, implement, and evaluate Service Unit events
 - Work with Service Team to achieve Service Team benchmarks
 - Work to promote Girl Scouting within the Service Unit
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WHAT IF I'M CONTACTED BY THE MEDIA?

- Volunteers are **not permitted** to make comments to the media on behalf of Girl Scouts of Eastern South Carolina.
 - If you are contacted by the media or a public figure and asked comment on an issue, please **direct them to Donna Lee**, Director of Communications and Marketing
 - **donnalee@girlscoutseasc.org, 843-568-1292**
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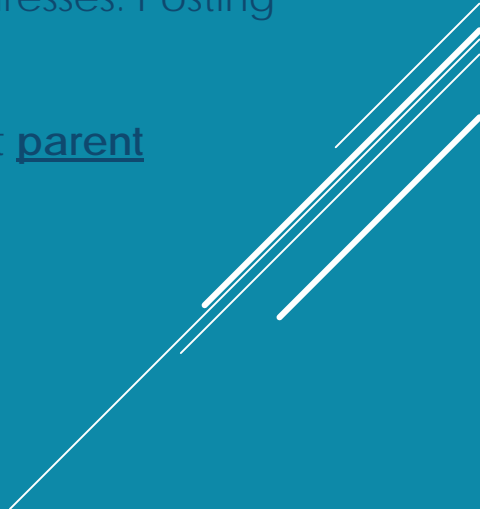
SOCIAL MEDIA

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MANAGING YOUR GROUP

- Designate two volunteers that will manage the account
 - One primary and one secondary
 - Change group settings so that postings have to be approved before going live in a group
 - **Do a yearly sweep of your social media groups**
 - Remove any individuals that are no longer affiliated with Girl Scouts
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SOCIAL MEDIA & PRIVACY

- Names: When posting Girl Scouts' names online, use first names only. **Never** use a girl's whole name.
 - Addresses: Do **not** post personal addresses or meeting addresses. Posting addresses of events is okay.
 - Photos: Girl safety is top priority. Do **not** post photos without **parent permission**.
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POSTING CONTENT

- Make sure that everyone connected to your social media pages and loops understands that this is a Girl Scout page.
- Please refrain from postings that talk about race, religion, political affiliation or other things that have nothing to do with Girl Scouts.
- Posting about the Cookie Sale is only allowed on a personal Facebook page.
- You can **not** post about available Cookies on public or private group pages such as swap pages, neighborhood pages, or other similar pages.

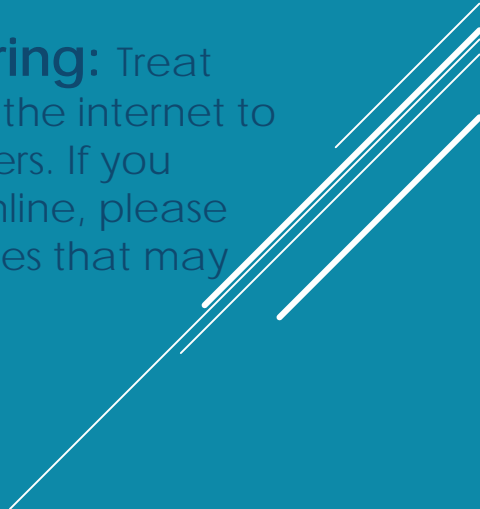
CYBER BULLYING & OTHER INCIDENTS

Please contact your Volunteer Support Specialist if you have any concerns about a specific post, person or conversation.


We would like to make sure that everyone has a positive Girl Scout experience on and offline.



SOCIAL MEDIA THROUGH THE GIRL SCOUT LAW

- **Be Honest and Fair:** Be transparent about your role as a Girl Scouts of Eastern South Carolina volunteer when communicating about Girl Scout-related issues online.
 - **Be Friendly and Helpful, Considerate and Caring:** Treat others the way that you want to be treated and do not use the internet to attack other volunteers, parents, girls or council staff members. If you encounter a complaint, concern or incorrect information online, please help us by posting correct information or suggesting resources that may help.
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SOCIAL MEDIA THROUGH THE GIRL SCOUT LAW

- **Be Courageous and Strong:** Monitoring social media carefully is important in maintaining a positive image of GSESC. If you see posts that you are concerned about, please notify your Volunteer Support Specialist.
 - **Be Responsible for What You Say and Do:** Use discretion when posting. GSESC's membership department can answer any questions about whether or not you should post something.
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SOCIAL MEDIA THROUGH THE GIRL SCOUT LAW

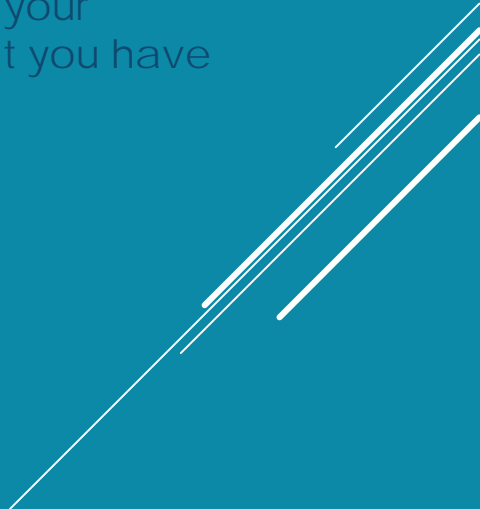
- **Respect Yourself and Others:** Respect other people's privacy and your own personal boundaries when choosing to connect with fellow volunteers, a Girl Scout, or guardian via social media.
 - **Respect Authority:** When forming a Facebook or other social media group, please allow your GSESC Membership Staff Representative to be apart of the group (if they request).
 - If contacted by the media and asked to comment on an issue, please direct them to GSESC's Director of Communications and Marketing, Donna Lee.
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SOCIAL MEDIA THROUGH THE GIRL SCOUT LAW

- **Use Resources Wisely:** When possible, please share articles from the Girl Scouts of Eastern South Carolina website and official Facebook page so as not to duplicate resources.
 - **Make The World a Better Place and be a Sister to Every Girl Scout:** This holds true regardless of how you're communicating.
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BE MINDFUL OF HOW YOU LOOK AND ACT BY LIVING THE GIRL SCOUT PROMISE & LAW

Please keep in mind that you represent Girl Scouts of Eastern South Carolina. Your online presence can reflect positively or negatively on Girl Scouts especially if you recognize yourself as a Girl Scout Volunteer on your personal social media accounts. It is always recommended that you have your personal profiles set to private.

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