

SERVICE UNIT TEAM

Communications Liaison Orientation Manual

Unlocking Leadership

Table of Contents

Position Description	2
Writing Minutes.....	5
Communicating through Social Media.....	6
Facebook.....	9

Communications Liaison Position Description

Pathway:

- Long-Term Direct Service Long-Term Indirect Service
 Short-Term Direct Service Short-Term Indirect Service

Time Commitment:

Duration 1 year(s) month(s) week(s) day(s)
For 5-10 hour(s) per year month week day

Summary: The Communications Liaison coordinates and distributes all internal communication on a local level. This responsibility includes recording important meetings, distributing newsletters, social media management (Facebook messaging and updates) email communication, texts, etc. The Communications Liaison will serve as a resource for GSBDC to provide information so that it will be distributed accurately and in a timely manner to local volunteers, leaders, and girls.

Place of Service: Service will be provided on a local level.

Reports to: This position reports to the Membership Delivery Manager.

Responsibilities/Tasks:

- Be a liaison and support between GSBDC and local volunteers, parents, girls, leaders.
- Be present at all meetings (if unavailable, must find a substitute) to record minutes, distribute and receive pertinent information to be shared.
- Provide pertinent information to all constituents on a local level via several mediums including (but not limited to):
 - Facebook
 - Twitter
 - Email communication
 - Newsletters
- Assist the communications and marketing department in informing target audience regarding priority events, communications, updates, endeavors, etc.

Skills:

- Strong communication skills (written and verbal)
- Personable
- Social media proficiency
- Technology proficiency
- Organization
- Experience with Microsoft Word
- Ability to meet deadlines

Core Competencies-Required:

- 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 and written communication: Express ideas and facts clearly and accurately
- Fostering diversity: Understand and embrace differences

Support: The Communication Liaison will receive full support, guidance and mentorship from the Service Unit Administrator, the Membership Delivery Manager and the Communications Department. She/he will be provided relevant training and development both specific to the position and general Girl Scout knowledge. All needed materials will be provided in a timely manner.

This is an internal communications position. If contacted by local media or if you would like to promote events to local media channels, please contact the communications department at the BDGSC immediately. Occasionally we may ask you to send press releases or other information to the local press in your area if we think the local touch would be better. We will provide you with a list of who to send it to if we do ask that. If you already have contacts in the local media, let us know! We will help develop those relationships to help get more attention to your troops and service units.

Please refer to Volunteer Essentials for the Crisis Management chain of command. If ever approached by a member of the media, a simple 'I am not the person you need to talk to, let me find out who that is' is the best thing you could say.

Training and Development:

- Communications orientation training with this manual
- Social Media policy and procedure training in Volunteer Toolkit

Requirements:

- Become a registered member of GSUSA
- Approved volunteer application
- Approved volunteer background check
- Signed Volunteer Position Agreement
- Be at least 25 years of age
- Accept the principles and beliefs of Girl Scouting and support local and national Girl Scout policies, practices and procedures
- Remains in close communication with the Membership Delivery Manager on a regular basis

Safety-Related Matters:

- See the volunteer policies/procedures on our website under the *News and Publications* section

Agreement

I have read the Volunteer Position Outline and agree to carry out my responsibilities as described. If for any reason I am unable to perform any of my responsibilities, the Council has the right to change my volunteer status. I will fulfill the outlined duties with no monetary compensation. I certify under penalty of perjury that I have not been convicted of any criminal offense. The Council will not knowingly accept voluntary services from a convicted sex offender. Volunteers are required to disclose to Council if they are living with a sex offender or have regular personal contact with a convicted sex offender, as well as the nature and the extent of such relationships or contacts. Volunteers who violate this procedure will be barred from any further participation in Girl Scout activities.

Name (print): _____

Phone: _____ Email: _____

Address: _____

Signature of Volunteer: _____ **Date:** _____

Writing Minutes

Remember: minutes are to report news – not conversations!

1. Provide the FACTS.
2. Check for accuracy and proper spelling.
3. Keep the minutes short and to the point
4. Minutes should be no more than one page.
5. Minutes should be typed when possible
6. Headings for each Minutes should include:
 - a. Date when meeting was held
 - b. Name of Service Unit
 - c. Minutes taken by (Communication Liaison's name)
7. List conversations as a discussion had regarding _____. The outcome of the conversation was _____.
8. Put the most important information in the first sentences or paragraph for each time discussed. (This is known as inverted pyramid style.) Then add supporting facts, then list secondary date, and last add any miscellaneous information.

List of Suggested Files to be maintained

Service Unit Management:

- Copy of monthly local leadership team meeting minutes
- Copy of monthly local leadership team meeting attendance
- Council Crisis Plan
- Copy of the Service Unit Plan of Work
- Copy of the Leader Roster (Troop#, name, address, phone, e-mail, etc.)

Day Camp Forms and Program Information

- Copies of Day camp flyers

Recognition:

- Recognition Programs held
- Adult Recognition Awards Presented
- Council Service Unit Recognitions
- Copies of girl awards presented or recognitions
- Alumnae information

Events:

- Service Unit Event flyers
- Council Event Flyers
- Copy of the Program Guide poster

Training

- Copy of training attendance sheets

Communicating through Social Media

Communications Liaisons are encouraged to share information with their volunteers via a Service Unit website or other social media platform. The purpose is to enhance the communication between local members and volunteers, which will enrich the experience for girl and adult members. Girl Scout troop leaders will also find these effective resources to enhance communications with parents.

Once you have created a site, we encourage you to share it with the Director of Marketing and local Membership Delivery Manager.

When representing Girl Scouts on social media channels make safety a priority.

- Make sure the privacy standards settings are set to private to **ensure the safety of girls**.
- Practice diligence to ensure that groups you are joining or linking to have **standards consistent with Girl Scouts**.
- Make sure the messages you post **do not conflict with Girl Scouts positions**. Please contact the council if you need clarity.
- Use **good judgment and common sense** - do not write or post anything that would embarrass or upset Girl Scout members and volunteers, or reflect badly on our organization.

Treat others as you want to be treated; do not use the internet to attack or abuse any group, race, gender, religion, political group. Careful monitoring of social media is important in maintaining a positive image of Girl Scouting. When possible, please share articles/events from the GSBDC website, Facebook, Twitter, You Tube, and other communication resources.

This volunteer position is key to helping us build a consistent Girl Scout brand. Volunteers are very effective when it comes to telling the Girl Scout story in their local community. This volunteer position will ensure we are telling the Girl Scout story appropriately through **internal** social media channels.

Social Media & the Girl Scout Promise and Law

As a Girl Scout, the Girl Scout Promise and Law should guide all your actions—and that’s true for when you’re using social media, too! We’ve included some ideas to keep in mind below, but this isn’t a comprehensive list—when in doubt, ask yourself, “Is this action in line with the Girl Scout Promise and Law?”

1. **Be honest and fair.** Be transparent about your role as a Girl Scouts of Black Diamond volunteer when communicating about Girl Scout-related issues online.
2. **Be friendly, helpful, considerate and caring.** Treat others as you want to be treated. Don’t use social media to attack other volunteers, troop members, or staff members.
3. **Be courageous and strong.** Careful monitoring of social media is important in maintaining a welcoming and supportive community. If you see posts, comments, or

behavior that concern you, please notify your Membership Delivery Manager or the communications team. Don't be afraid to speak up or ask questions.

4. **Be responsible for what you say and do.** Remember that what you post online will be around for a long time (think of it as your online carbon footprint), and nothing is really private anymore. Use discretion and if you have questions about whether or not you should post something, ask your Membership Experience Manager.
5. **Respect yourself and others.** Respect other people's privacy and your own personal boundaries by using discretion when choosing to connect with a fellow volunteer or girl guardian. (For service unit or troop Facebook groups, the privacy settings will give you the ability to give permission to only those who are involved with the service unit or troop.) Also, please do not publish girls' full names online—girl safety is a top priority!
6. **Respect authority.** If your actions on social media—as with any other kind of actions taken as a Girl Scout volunteer—do not support the Girl Scout Promise and Law, we do reserve the right to take corrective action.
7. **Use resources wisely.**
8. **Make the world a better place and be a sister to every Girl Scout.** This is true regardless of how you are communicating!

As a representative of Girl Scouts, your online presence can reflect positively or negatively on Girl Scouts. It's always recommended to set your personal Facebook profile to "private" (only your Facebook friends can see it), especially if you have Girl Scouts of Black Diamond Council listed as an organization that you volunteer for or represent. Please remember that your Facebook profile picture can always be viewed publicly, so use discretion when choosing how the world sees you.

Girl Scout Branding, Trademarks, and Copyrights

Check out the Girl Scouts of Black Diamond Councils Marketing & Community Resources page (www.bdgsc.org/MarketingResources) for more information about how to use Girl Scout branded materials, as well as some easy to use templates.

In general, you can't use copyrighted designs, text, graphics or trademarked symbols without specific permission from the copyright or trademark holder. The basic principle is: If it is not yours, don't use it. Using the phrase "no copyright infringement is intended" (or similar wording) on your website does not mean that you can upload copyrighted or trademarked material without permission. All necessary permission must be obtained, or the material cannot be posted on your website.

Photography

Use of photos or videos requires a Photo/Artwork Release form signed by parents/guardians and any adults pictured. This release only provides permission for use directly related to Girl Scouts and should never be used to promote a business or political campaign. The troop leader should keep this document on file at all times.

Hyperlinks

Consider hyperlinks with care. If you link to another from your website or social media platform, make sure the page's content is consistent with Girl Scout values and does not contain inappropriate or controversial material. Remember, there are people out there looking to find fault with just about anything so please be extra careful with any links. If in doubt – don't do it.

Advertising & Product Sales

Do not sell advertising on your site, either in text or graphic format. This includes banner ads and sponsored links. The sale of advertising creates an implied relationship between Girl Scouts and the goods or services advertised, and are NOT permitted.

Guidelines

- All groups should be set to private and the moderator should only include people they know are associated with the group the page is specifically for. Moderators should occasionally review the members list and remove people no longer involved with Girl Scouts.
- Even though these pages are private, post and moderate them like they are available for public viewing. Occasionally people might be included who shouldn't be so remember that as you add content.
- Anything you post on your group or profile can reflect on Girl Scouts, so ask yourself, "What information would be appropriate for a stranger to see on my page?" Make sure that the girls and adults in your Girl Scout Troop or Service Unit who may be contributing content realize that this is a Girl Scout page, not a personal page. Please be particularly careful about inappropriate references to race, religion, age, sex, national origin, sexual orientation, marital status, learning disability, physical or mental disability, or political affiliation—they have no place on a Girl Scout page.
- Do not post a girl's last name, e-mail address, physical address, phone number or school.
- Do not post the date, time and location of meetings, events or trips. Service Units can post recruitment events online. If Service Units wish to share program information with families, they should do so via email or through a closed group or password protected page only.
- Any Girl Scout using a social networking site for communication must have parental permission and must meet age limits set by the provider, which is 13 and older in most cases, as per the United States Child Online Privacy and Protection Act (COPPA) and the Child Online Protection Act (COPA).
- Only events/opportunities that are directly related to Girl Scouts can be promoted.
- Under no circumstances should volunteers utilize information available on social media sites to make volunteer appointment decisions.
- Respect other people's privacy and your own personal boundaries by using discretion
- Girl Scouts USA requirements are listed in Safety Activity Checkpoints and we encourage all girls to sign the Girl Scout Internet Safety Pledge. We strongly encourage you to talk with your girls about issues of privacy and educate them about not sharing personal information, photos, contact information, etc. with strangers online.
- Members responsible for posting disparaging material, bullying, intimidation or other misuse will be reprimanded and other disciplinary measures may be taken. We expect our adult members to role models for our girls, and follow the Girl Scout Law and Promise to be considerate and caring, honest and fair. GSBDC has a ***zero tolerance for adult to girl cyber bullying***.
- Comments should be immediately deleted if they break any of the procedures listed above; contain profanity, obscenity, vulgarity or nudity in profile picture; are defamatory to a person, people or organization; contain name calling, personal attacks and/or personal issues that are more appropriately addressed offline; or infringe on copyright laws.

Facebook

The Girl Scouts of Black Diamond Council operates a Facebook page. This is our external main source of external communication. We regularly post status updates, pictures, links and more. We also invite our fans to participate in discussions and share information and we welcome you to share this information on both personal and Service Unit pages. To “Like” us - Search for “Girl Scouts of Black Diamond” in the Facebook search bar or visit www.facebook.com/GSBDC. When you find us, simply click the “Like” button.

Creating a Closed Facebook Group

The first step is to create your own Facebook account, if you have not done so already. If you do not have a Facebook account, you can create one at www.facebook.com. It’s very simple and takes only a few minutes. Once you have an account take the following steps to create your SU group:

1. At the “home” page on your Facebook account, on the left side column, there is a menu item called “Create a Group.” Click on that option. A box will appear on your screen for creating a group.
2. Choose your group name. This should be the name of your service unit (or your troop if you are creating a group page for your troop). For example: Girl Scout Troop XXXXX or GSBDC Service Unit XXXXX, so that viewers can easily identify the troop, service unit and council.
3. You can now add other local members to the group who also have Facebook accounts. Please make sure to add only service unit members, troop parents/members and Girl Scouts of Black Diamond staff.
4. Pull down the menu labeled “privacy.” Your options will be Open, Closed or Secret. Select the “Closed” option. This ensures that only members of the group will see the information posted in the group page.
5. Click “create” and you’re finished.
6. If you choose to add a profile picture, the Girl Scout Trefoil is a graphic you can use. If you would like one that includes your service unit name, please contact the Marketing Department. **Do NOT use pictures that include any faces as the cover photo.**

Things you can do with a closed Facebook group

- Post messages - remember a Facebook post has a limit of 420 characters before implementing the “see more” button. Statistically, people do not click the “see more” button.
- Post photos
- Share files
- Create an event on the calendar and get RSVP via a “yes,” “no” or “maybe” response
- Post links to other sites
- Post videos
- Create documents on Facebook
- Chat with group members

Managing your closed Facebook group

Before you begin developing a Girl Scout social media account, designate two adults who will be responsible for managing the account—one who is the primary manager, and one who can be a back-up. That way, there’s always more than one person who can manage the account!

In a closed group, any member can invite other members to join, as long as they are Facebook friends. Remember to protect everyone's privacy by only inviting adult members of Girl Scouts.

The creator of the closed group is the administrator by default. For that reason, we encourage the communications liaison to create the closed group. It is a good practice to have more than one administrator, so that the responsibility of the account can be shared. If the service unit already has a page and you are taking over the administration, the administrator can add an additional site administrator with ease.