

Provincial Marketing & Communications Committee Role and Responsibilities

ROLE

- To promote the consistent messages of Girl Guides of Canada–Guides du Canada, Ontario Council by developing, contributing to, and monitoring official social media accounts/platforms for Ontario and Nunavut
- To promote provincial initiatives and events to Members of the Ontario and Nunavut Guiding community as well as the general public
- To collaborate and interact with National and other social media accounts/platforms to broaden the reach of Guiding-related messaging
- To carry out any additional work as directed by the Provincial Council
- To consult with other committees in order to combine the expertise of all for the benefit of Guiding in Ontario and Nunavut

MEMBERS

Membership shall include:

- Provincial Marketing & Communications Adviser (Chair)
- Members at large (2-4)
- Youth Members at large (1-2)
- Provincial Learning & Engagement Adviser (*ad hoc*)

RESPONSIBILITIES

The Provincial Marketing & Communications Committee shall:

1. Increase awareness of Girl Guides of Canada–Guides du Canada within Ontario and Nunavut
2. Launch (where applicable), administer, and monitor official social media accounts across various platforms
3. Conduct regular performance tracking, to be reported by the Chair to Council in the Adult Experience Coordinator's usual tabled report
4. Ensure consistency with GGC's National Social Media Strategy
5. Support, respect and promote the use of GGC's *Graphic Standards*
6. Support, respect and encourage adherence to copyright law

