

SU Communication Coordinator
Q&A from 9.3.14 Training Webinar

1. Where can I access the communication coordinator manual, Power Point, and recorded webinar?

The manual and Power Point was emailed out to those who registered for the webinar before Sept. 2. All can download the manual, view the training Power Point and recorded webinar on the [Training and Support](#) web page in the For Volunteers section of the GSGLA website.

2. When we create a new email do we need to submit that to council staff?

Yes, please send your new email to Leah Zimmon at data@girlscoutsla.org to ensure that your new email address is added to the correct distribution lists. You can also sign up for *Great News!* and other newsletters to all membership by typing the new email address under "Great News" on the girlscoutsla.org homepage.

3. If my SUM hasn't been asked for my email address should I just contact data@girlscoutsla.org?

Yes. If you are taking on the role of communication coordinator or one of the facilitators on the communication team, please notify your SUM and send the email address you'd like us to use for you to data@girlscoutsla.org.

4. How can I be sure that my correct email has been given to staff so that I receive all the information that is being sent out to the communication coordinators?

Your SUM received a special link from Sheila Kennedy, VP of Member Services, on Aug. 30, and was asked to submit the name and email information for anyone in the service unit who should be receiving this information. You can check with your SUM to see if she submitted your name and the correct email. If there is any doubt or you wish to correct the email address, then please send your name, service unit, and correct email address to Leah Zimmon at data@girlscoutsla.org. She will share with troop support staff and Melanie Larsen in the marketing and communications department. If you don't receive a communication you know should have been sent to you, contact Leah to confirm your name and email.

5. Is the Sept. 18 PR training a webinar or in-person?

The PR training on Sept. 18 is a webinar (which will be recorded and posted online). Please sign up by following this link: <https://attendee.gotowebinar.com/register/7223176027372485377>.

6. What are the details regarding the Sept.18 public relations training?

This training is designed for all communication coordinators and publicity facilitators who will be handling public relations for their service unit by working to gain local media coverage about service unit activities and news. This is going to be a one hour webinar training starting at 6 p.m., and it will be recorded for future viewing. The link of the recorded webinar will be placed on the GSGLA website under volunteer training and support. To register for this training, you can find it listed on the GSGLA Adult Education calendar, or use this link to sign-up now. <https://attendee.gotowebinar.com/register/7223176027372485377>.

The training with GSGLA marketing and communications staff will include the following:

- News submission process
- Writing tips
- Story ideas
- Overview of Girl Scout messages, editorial style, voice, and PR policies
- Tips for getting articles/news published by media
- Press release templates , and more

7. Are all future CC webinars going to be on Thursday nights?

No. All CCs will be polled at the first webinar on Thursday, Oct. 16 (6:30-7:30 p.m.) to find out what weeks and days are best for the majority of the CCs and facilitators. All CCs who are unable to attend the first webinar will be emailed a link to participate in the poll via email. You can already sign up for the first quarterly webinar on Oct. 16 by following this link:

<https://attendee.gotowebinar.com/register/7406717503400730625>.

8. Do I need to send *Great News!* (monthly newsletter sent from council staff to all registered members) directly to girls/parents if you have their email addresses? I would not want to duplicate that.

You can forward the council newsletter (*Great News!*) to your service unit, *but* remember to tailor the information to be service unit-specific. Example: Add a note at the top of your forwarded email where you are pointing out information relevant to your service unit: "Remember to sign up for Family Fit Fair. Our service unit will be there and we all plan to wear green tutus during the costume run." Another suggestion is to send a link to the specific article in the newsletter you want your troops/girls to view, rather than the whole newsletter. You could mention that this was in this month's newsletter and then remind them where they can sign up (if for some reason they are not receiving the newsletter.) They can sign up by adding their email address under "Great News" on the girlscoutsla.org home page.

9. Who replies to questions on the [GSGLA Facebook](#) page?

The majority of GSGLA's social media is managed and monitored by GSGLA marketing and communications staff.

10. For leaders who want to have press releases issued, who do we direct them to?

Direct them to the SU communication coordinator and/or publicity facilitator. The CC and/or publicity facilitator should then forward the press release to GSGLA's communications manager, Melanie Larsen, at communications@girlscoutsla.org for approval. If there is no CC in the SU, please send to SUM and Melanie.

11. How will CCs know when forms such as "What I Need for My Girls to Attend" are updated by GSGLA?

The GSGLA vice president of member services (Sheila Kennedy) emails the SUMs directly about updated forms. Leah Zimmon (data@girlscoutsla.org) will forward this information to the CCs, so they know as well.

12. How can we ensure that the GSGLA forms we have on our SU website are the most current forms?

We recommend that you link directly to the URL of the form PDF, rather than downloading it off of the GSGLA website, saving it, and re-uploading it to your website as a document. If you use the URL hosted by GSGLA, the form will update automatically. This is a new procedure that is being enforced by a newly trained web team at GSGLA.

13. How do we get the fliers for events? They aren't always with the registration on the calendar.

If you do not see a flier linked to on the program calendar (GSGLA staff-hosted events) and would like to request one, please email Elizabeth Gerbino, the senior administrative assistant for the program department: egerbino@girlscoutsla.org. If you would like to request a flier for an event you see on the service unit-/troop-hosted events calendar, email the volunteer in charge of the event. Her/his contact information will be included on the calendar entry.