

We have exciting new communication possibilities for you! Here is your quick guide.

Our entire communications policy will be available at:

<https://gardenclubofgeorgia.org/membership-finance-and-administrative/>

Official GCG Communication Guidelines

1. The official list of club presidents (membership list) is available only when authorized by the State President for use of a State Board Member's work. The State Board Member is responsible for the safekeeping of this list.
2. The Master List of clubs belonging to The Garden Club of Georgia, Inc., shall not be used for the purpose of advertising or solicitation.
3. The name of The Garden Club of Georgia, Inc. may not be used to endorse any product, tour, lecture, event, or organization unless approved by the State Board of Directors.
4. The official seal of The Garden Club of Georgia, Inc. may not be used unless authorized by the State President.
5. No solicitation of funds from members may be made unless authorized by the State Board of Directors.

1. GCG Social Media: My District Liaison is _____

Liaison contact information _____

Content promotes National Garden Club, Inc. objectives, the love of gardening, floral design, and civic and environmental responsibility and includes promotion of events which may or may not be sponsored by NGC, DSGC, and GCG.

GCG Facebook: Lisa Etheridge, lretheridge@att.net

GCG You Tube: Camille Greeley, camillegreeley@gmail.com

District or Club/Council social media: Email to designated contact.

2. GCG Website Calendar: Send requests for listings to:

Chris Adams, webmaster@gardenclubofgeorgia.org and Arianne Knowlton, gcgauqa@gmail.com.

The new calendar is full of wonderful functionality. Calendar items can be displayed on your district pages and the front page. We can search events by name and attach forms and brochures to the listings.

What events we're looking to put on the calendar:

All GCG official meetings, events, classes; all council and federation meetings; club sponsored events to which the public is invited like tours, speakers and plant sales; important deadlines like awards, president's reports.

What we won't put on the calendar:

Monthly, commercial events, non-gardening related events

When you submit an event to the calendar, don't forget to include:

Name of event, Date of event, start and end time, cost, location with address, sponsoring organization, **brief** description, to attach registration/brochure, if any, **Most important!!!** A contact person whom we can call or who can answer questions from users.

3. GCG Website District Page and News Blog: My GCG District Website liaison is _____

Contact information _____

Each District has a webpage to display photos and club news. Each district coordinator is responsible for making sure the district's page is kept updated. You can also submit club news to them .

4. Garden Gateways: My District Garden Gateways liaison is _____

Contact information _____

Your district will have space in every edition. While our editors will be looking for themed articles, you can also focus on special projects, workshops, member focus, etc.

District liaisons will send to Stephanie Corley, Garden Gateways Editor, at gardengatewayseditor@gmail.com.

5. Constant Contact: My District Contact: _____

Constant Contact replaces the district listservs for all GCG and District communications.

All club and council communications must be approved by the District Director

6. Facebook and You Tube: My District Contact: _____

We'll be developing guidelines for each. You should start thinking about using these apps for short videos – instructional and fun. More will be coming out soon.

GCG You Tube Chairman: Camille Greeley, camillegreeley@att.net

What Goes Where: Some suggestions on how to handle various communications

Event / Item	Newsletter/ CC	Events/ Website	News / Website	Garden Gateways/ GG	Social Media/ Facebook
Floral Fantasy at Pineola farms	Announce. w/registration Follow-up article after event w/photos	Announce. w/registration	Brief news story with photos for blog and Dist. page	Announce. Follow-up article BE MINDFUL OF LEAD TIME	Photos with text blurbs
Four Seasons Garden Club 50 th anniv.	Follow-up article after event w/photos		Brief news story with photos for blog and Dist. page		Photos with text blurbs
Mining in the Okefenokee	Article focusing on impacts in District	Hearing Announce. Capitol Cons. Day	Club program w/photos	Prepare Dist. Article to be incorporated in deep dive in GG	Your District at Capitol Cons. Day, photos
Bee Beautiful GC Spruces up pollinator garden	Follow-up article after event w/photos		Brief news story with photos for blog and Dist. page		Photos with text blurbs
Membership Recruitment push	Article for clubs - how-to, links to GCG Memb. Page. Spotlight on clubs			Add your district info to deep dive in GG article	
Redbud District Flower Show	Pre and post event article; post winners, photos	Announce. w/details, link to schedules	Brief news story with photos for blog and Dist. page	Announce. BE MINDFUL OF LEAD TIME	Photos with text blurbs
Ardsley Park GC gets Plant America Grant	Article w/photos of project		Brief news story with photos for blog and Dist. page	Overall article on winners, Dist. Submits details on Ards. Pk GC	

