

**PGS-MN Advertising Guidelines**  
**Approved at the April 5, 2025 PGS-MN Board Meeting**

**Definition of PGS-MN Advertising**

The promotion of events or services through the PGS-MN newsletter, program meetings, website, Facebook page, announcements at meetings and email blasts to members.

Below are the Guidelines to be implemented regarding advertising:

1. PGS-MN will advertise all events/activities *when PGS-MN is directly involved* in the events or activities. The only exception would be not to share *members only* information on Facebook (eg. networking groups, annual meeting).
2. Local or State *Polish-related* events can be promoted in the PGS-MN newsletter (if the event falls within the timeframe of the newsletter), Facebook page, and website, even if PGS-MN is not involved in the event.
3. The PGS-MN Facebook page is the most useful place for promoting some events/webinars/conferences that take place in other states.
4. PGS-MN will not engage outside vendors to promote PGS-MN activities outside of our organization.
5. PGS-MN will not accept or publish paid ads from individuals or organizations.
6. Individuals and companies will not be allowed to promote their services through PGS-MN venues (tour services, translation services, etc.).

See the attached table, which lays out the guidelines more specifically.