

PGS-MN Advertising Guidelines

Approved at the October 4, 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.).
7. The PGS-MN newsletter will include the following information on the first page:
"The content and opinions expressed in articles included in the newsletter are the author's own and are provided for educational and informational purposes. They do not necessarily reflect the official views, policies, or positions of the Polish Genealogical Society of Minnesota or any affiliated organizations."
8. For presenters at PGS-MN Program Meetings, the attached information **(ATTACHMENT A)** should be used as a first slide if the presenter is referencing a specific company/service.

See the attached table **(ATTACHMENT B)**, which lays out the guidelines more specifically.