

# GOLDEN STAR

## Transparency and Engagement

*We work to build relationships founded on trust, transparency and mutual respect.*

To deepen and complement our extensive programs of community engagement, in 2016 Golden Star established an extensive social media presence to enhance outreach with our host communities and other stakeholders.

In the rural forest zones of Ghana, people have limited access to print media or even television, but the majority of households have a mobile phone, making social media a vital tool in providing increased access to information about the company and its activities.

Golden Star launched social media profiles on Facebook, LinkedIn and Twitter. In addition, the company launched CSR focused blog called 'Golden Star In the Community' [www.goldenstarinthecommunity.blogspot.ca](http://www.goldenstarinthecommunity.blogspot.ca)

These platforms have a wide following with over 10,000 people having viewed the blog since its inception less than two years ago. The other three social media platforms have almost 8,000 followers. The average number of people viewing each of Golden Star's posts on Facebook is approximately 1,000, with some posts attracting as many as 10,500 views and over 40 comments from Ghanaian stakeholders.

Our workforce also loves the social media platforms. One young man featured in the CSR blog was overjoyed to be able to show his children the work that he does, and how his efforts are appreciated Golden Star!



## GOLDEN STAR

**HAS GONE SOCIAL,  
AND WE'D LIKE TO CONNECT  
WITH YOU!**



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