



# Social Media Guidelines

## *Social Media 101*

### **What is Social Media?**

Social media platforms allow you to share information and create communities through online networks of people. It's a way to have two-way conversations online. Some of the most common types of social media include social networking sites (like Facebook, Twitter, Instagram, and LinkedIn) and content-sharing platforms (like YouTube, Pinterest, and TikTok).

### **Where Can I Connect with Girl Scout Volunteers on Social Media?**

There are many small groups for Girl Scout service units, troops, and beyond. You can also interact with the council-wide Girl Scout volunteer community on social media.

### **Girl Scouts of Western Washington Social Media**

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [TikTok](#)
- [Pinterest](#)

### **Volunteer Resources**

- [Daisy-Brownie Troop Leader Group](#)
- [Junior-Ambassador Troop Leader Group](#)
- [Volunteer Resources on Pinterest](#)

### **Regional Events & Opportunities**

- [King County Facebook Group](#)
- [North Region Facebook Group](#)
- [South Region Facebook Group](#)
- [Peninsula Region Facebook Group](#)



## Social Media & the Girl Scout Promise and Law

As a Girl Scout, the Girl Scout Promise and Law should guide all your actions—and that’s true for when you’re using social media, too. While we’ve included some ideas to keep in mind below, this isn’t a comprehensive list. When in doubt, ask yourself, “Is this action in line with the Girl Scout Promise and Law?”

- **Be honest and fair.** Be transparent about your role as a Girl Scouts of Western Washington volunteer when communicating about Girl Scout-related issues online.
- **Be friendly, helpful, considerate and caring.** Treat others as you want to be treated. Don't use social media to attack others, including but not limited to volunteers, troop members and member families, and staff.
- **Be courageous and strong.** Careful monitoring of social media is important in maintaining a welcoming and supportive community. If you see posts, comments, or behavior that concern you, please notify customer care. Don't be afraid to speak up or ask questions.
- **Be responsible for what you say and do.** Remember that what you post online will be around for a long time (think of it as your online carbon footprint), and nothing is truly private anymore. Use discretion, and if you have questions about whether or not you should post something, ask customer care.
- **Respect yourself and others.** Please do not publish Girl Scout youth full names online—safety is a top priority! Respect other people’s privacy and your own personal boundaries by using discretion when choosing to connect with a fellow volunteer or Girl Scout caretaker. (For service unit or troop Facebook groups, the privacy settings allow you to give access only to those who are involved with the service unit or troop.)
- **Respect authority.** If your actions on social media—as with any other actions taken as a Girl Scout volunteer—do not support the Girl Scout Promise and Law, Girl Scouts of Western Washington reserves the right to take corrective action.
- **Use resources wisely.**
- **Make the world a better place and be a sister to every Girl Scout.** Please keep this in mind regardless of how you are communicating!

As a volunteer, your online presence can reflect positively or negatively on Girl Scouts. It’s always recommended to set your personal Facebook profile to “private” (only your Facebook friends can see it), especially if you have Girl Scouts of Western Washington listed as an organization that you volunteer for or represent. Please remember that your Facebook profile picture can always be viewed publicly, so use discretion when choosing how the world sees you.

## What If I’m Contacted by the Media or a Public Figure?

If you’re contacted by a member of the media or a public figure through a social media site and asked to comment on an issue, please refer them to Karen Fujii, VP of Marketing, at [kfujii@girlscoutsww.org](mailto:kfujii@girlscoutsww.org), or at 1(800) 541-9852.

# Best Practices for Girl Scout Troop & Service Unit Social Media Groups

Many Girl Scout troops and service units set up their own social media groups. Here are some best practices to keep in mind for a positive experience.

## Managing Your Group

Before you begin developing a Girl Scout social media account, designate two adults who will be responsible for managing the account—one who is the primary manager, and one who can be a back-up. Having multiple managers can help distribute responsibilities, create a positive online space, and prepare contingencies for any technical issues.

## Naming Your Group or Profile

It's a good idea to give a descriptive name to your group or profile so viewers can easily identify the troop, service unit, and council. (ex: Girl Scout Troop XXXXX or "Girl Scouts of Western Washington Service Unit XXXXX),

## Social Media and Privacy

- **Names:** If you wish to post names on the page, first names are recommended. You should not post any Girl Scout youth's entire name.
- **Addresses:** Do not identify personal addresses of any Girl Scout. However, you can list the address of event locations.
- **Contact Information:** It's a good idea to create a generic email address (like [GSTroop4444@gmail.com](mailto:GSTroop4444@gmail.com)), instead of using contact information that's related to a specific person.
- **Photos:** Safety needs to be the top priority, so don't post photos without permission.
- As part of purchasing membership, most signed Girl Scout Membership Forms include permission for photos to be used for Girl Scout purposes—if in doubt, ask the Girl Scout's caretaker. If you have a photo that includes non-Girl Scouts, they can fill out an [Image Release Consent Form](#).

## Posting Content

Anything you post on your group or profile may reflect on Girl Scouts. Ask yourself, "What information would be appropriate for a stranger to see on my page?"

Make sure that the youth members and adults in your Girl Scout troop or service unit who may be contributing content realize that this is a Girl Scout page, not a personal page. Please be particularly careful about inappropriate references to race, religion, age, sex, national origin, sexual orientation, marital status, learning disability, physical or mental disability, or political affiliation—they have no place on a Girl Scout page.

## Youth and Social Media

Girl Scouts can fill out the Internet Safety Pledge, and you can use your group or page as a great way to discuss online safety with them. We strongly encourage you to talk with your Girl Scouts about issues of privacy and educate them about not sharing personal information, photos, contact information, etc. with strangers online.

## Advertising and Product Sales

Girl Scouts may use the Internet to share their fall and cookie program sale links, stories, and learnings with the following guidelines:

- The Girl Scout Cookie Program and Fall Product Sale are youth-led programs and online marketing and sales effort should always be led by a Girl Scout while also being supervised by their guardian.
- If a Girl Scout is engaging in digital marketing and sales activity beyond friends and family, they should continue to adhere to all Safety Activity Checkpoints, available through GSUSA.
- Girl Scouts engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families, available through GSUSA.

Guidelines are reviewed annually, please refer to the latest product program materials and email your questions to [productprogram@girlscoutsww.org](mailto:productprogram@girlscoutsww.org).

## Social Media Bullying or Other Incidents

If any Girl Scout member's actions on social media—as with any other kind of actions taken as a Girl Scout—do not support the Girl Scout Promise and Law, Girl Scouts of Western Washington reserves the right to take corrective action.

If you have any concerns at all—about a specific post, person, or conversation—please contact customer care immediately. We are here to help make sure that all Girl Scouts have a safe and supportive online environment!

## Girl Scout Branding, Trademarks, and Copyrights

Check out the Girl Scouts of Western Washington [media and brand guidelines online](#) for information about how to use Girl Scout-branded materials.

In general, you can't use copyrighted designs, text, graphics, or trademarked symbols without specific permission from the copyright or trademark holder. The basic principle is: If it is not yours, don't use it. Using the phrase "no copyright infringement is intended" (or similar wording) does not mean that you can upload copyrighted or trademarked material without permission. All necessary permission must be obtained, or the material cannot be posted online.



### More Questions?

If you have any other questions, please get in touch by calling 1(800) 541-9852 or emailing us at [customer care@girlscoutsww.org](mailto:customer care@girlscoutsww.org).