



Event Planning Guide

Event Planning Timeline & Checklist



Four-Six Months or More Before Event

Planning

Deciding on the purpose and goal(s) of your event is essential if you are to be successful. If you are unclear about your event, the flyers and information you send out about the event will also be unclear; this can cause confusion on the part of your volunteers and participants. Here are some questions to consider when determining the purpose and goals.

What type of event is this?

- Is the event for youth or adults?
Or both?
- If it is for youth, how will youth participation and responsibility be incorporated in the planning and execution of the event?
- What age group are you targeting?
- Is the program suitable to the age group and experience?
- Is the event to serve current membership, recruit new members, or both?
- How many participants (youth and adults) can you accommodate? How many are you expecting?
- How will this event meet the needs of the participants and the community?
- Will the event provide opportunities for youth input and give them a chance to plan and/or lead activities?
- What kinds of opportunities for personal growth will there be for youth and adults?

Be Inclusive

Not all Girl Scout youth live with their biological parent(s). Be sure to name your event in a way that participants will feel welcome to bring another caring adult:

Examples: VIP and Me; Me and My Grown-Up

Also, be sure to consider how specific religious observances, foods, or activities might exclude some girls. Choose a theme that can offer variety and options

Will the event be inclusive of all members?

- Is it scheduled on a religious or cultural holiday?
- Is it inexpensive enough to be affordable?
- Are the activities adaptable for those with special needs?
- Are the activities/food choices culturally sensitive?
- Will your event support the Girl Scout Leadership Experience?
- Will the event be fun?
- Which values in the Girl Scout Promise and Law will participants learn more about?
- How will one or more of the Girl Scout Leadership Experience processes be integrated?
 - **Girl Scout Led:** Participants learn how to be leaders by leading themselves in age appropriate ways.
 - **Learning By Doing:** Participants learn new things through hands-on activities.
 - **Cooperative Learning:** Participants work together toward a common goal.
- Will participants **discover?** (values, skills and confidence to do what's right)
- Will participants **connect?** (with the community as they learn how to work with people)
- Will participants **take action?** (to change the world for the better)
- Which of the five Girl Scout outcomes will participants gain from this event?
 - **Strong Sense of Self:** confidence in themselves and their abilities
 - **Positive Values:** act ethically, honestly, responsible, and show concern for others
 - **Challenge Seeking:** take appropriate risks, try things even if they might fail and learn from mistakes
 - **Healthy Relationships:** develop and maintain a healthy relationship by communicating their feelings and resolving conflicts constructively
 - **Community Problem Solving:** learn how to identify problems and create action plans to solve them
- Are there specific Journey awards, badges, or other program resources related to the event? If so, what programs do you want to emphasize? Is your program already emphasizing these connections?

Initial Planning

- Gather service unit input to develop concept for event.
- Gather participant input to develop theme, title, and activities.
- Determine which members you need for your committee.
- Enlist youth and adult volunteers for event committee and hold meeting.
- Select a date. Consider service unit, council, and school calendars.
- Be inclusive! Consider religious holidays (be careful—observances for some holidays begin the evening before).
- Include the event on the service unit calendar.

Event Financial Planning & Budgeting

- Use budget worksheets to start the budgeting process.
- Determine estimated total event cost.
- Determine fee per person (develop payment schedule, if necessary).
- Submit the event proposal to service unit treasurer for feedback and approval before any money is collected or spent and before event is publicized in any way.
- Determine necessary forms:
 - [Service Unit Event Planning Form](#) (see appendix)
 - [Money Earning](#) (Encamporees/camporees cannot be money earning events)
 - [Service Unit Request for Financial Assistance Event Grant Funds](#)
 - [Parent Request for Cookie Dough Use](#)
 - [Service Unit Finance Event Ledger](#), Etc.
- If this is a money-earning event: submit required paperwork to the service unit volunteer support manager.
- Determine who will be the event treasurer.
- Work with service unit to determine how, when, and by whom expenses and deposits will be paid.
- Review guidelines in [Volunteer Essentials](#) concerning money-earning.
- Consider affordability of event for the participants in the area being served.
- Determine amount to be set aside for financial assistance for participants who may not be able to afford the event.

Event Notification & Approval Form

- Obtain approval from manager and/or volunteer support manager (if money-earning) for event as soon as possible and before sending out any publicity flyers for the event.

Select a Site

Review the council website for [council properties](#) that are available.

- Use the following criteria to identify an appropriate site:
 - The area is large enough, suitable, and safe for planned activities. Adequate outdoor and indoor space. Maximum occupancy established by fire department or owner are carried through.
 - The facility has adequate insurance and a Certificate of Insurance listing Girl Scouts of Western Washington as additional insured.
 - The site is accessible to individuals with disabilities.
 - Adequate parking. Safe place for drop off/pick up.
 - If indoors, exits are accessible and well-marked. If multiple story building, there are at least two exits separate from each other. Exits are by stairs, not ladders, with well-secured handrails.
 - Sanitary toilets and handwashing facilities are available and sufficient for the maximum amount of participants.
 - If beds are provided, bunks are no more than two high.
 - Safe water supply (or bring in adequate water).
 - Electricity needs are met.
 - Equipment at the facility is up-to-date and in good working order.
 - Efficient garbage disposal, sewage, wastewater systems.
- Telephone available for your use (cell service is not always reliable/available).
- Fire extinguishers are located throughout facilities.
- Emergency evacuation plans are posted.
- Adequate smoke and carbon monoxide detectors and sprinklers are in place according to local fire codes.
- Local law enforcement and fire protection agencies are known and notified for remote areas.
- Areas for campfires are well cleared and have fire safety equipment nearby (a permit may be required—check with park ranger).
- Kitchens, dining facilities, and food service areas comply with all applicable building and health codes. Site can provide for proper storage and preparations of food to prevent illness. If using a commercial kitchen, it is required that at least one adult have a current Quantity Cook certification.
- Site provides adequate protection from weather.
- Site allows for adequate security precautions.
- Send deposit for site and obtain usage permit or contract.
- Obtain required council staff signatures on any contracts.
- Determine whether the site or any vendors will require a Certificate of Insurance. If unsure, refer to [Insurance 101](#).

Permission & Health History Forms

Event leaders must collect a signed [Girl Scout Permissions & Health History](#) form (Section 1 + Section 2, if needed) from *every* participant in *any* event.

- Determine whether the Girl Scout Permissions & Health History form is sufficient (if the activity is one day or less). Otherwise use [Parent/Guardian Permission for Overnights, High-Risk Activities and Sensitive Topics](#) form.
- If the activity will include one or more nights, the group should also complete the [Travel Application for Short Trips](#). This must be submitted to the service unit manager one month prior for in-state travel and submitted to a Girl Scouts of Western Washington staff member two months prior for out-of-state/international travel.
- Determine whether troop/group leaders will collect and bring [Girl Scout Permissions & Health History](#) forms or whether you will collect them from individual Girl Scouts. Keep these forms with the event first aider.
- For activities/events lasting three days or more, include a health screening upon arrival. Look for signs of illness, cough, fever, or flushed skin, and screen for head lice
- If your activity or event is overnight, [Adult Health History](#) forms are required

Contracts

- All contracts, agreements, memorandums of understanding, and facility use permits must be approved and signed by an authorized council staff member.

Contracts may take 5-8 business days to review and sign, so please submit all paperwork early. Contact your volunteer support manager or our customer care team to begin.

Insurance

- Additional insurance must be obtained if unregistered people (adults or children) will be present at your event. Additional insurance is also needed if the event will last three nights or more. This insurance is inexpensive and easy to obtain. For more information, consult [Insurance 101](#). All requests must be received four to six weeks prior to the first day of your event.
- Vendors and facilities should have a Certificate of Insurance on file with Girl Scouts of Western Washington that shows required minimum liability insurance and lists GSWW as an additional insured. Allow at least two weeks.
- For questions, contact insurance@girlscoutsww.org

Transportation & Other Concerns

- When renting or chartering a bus is necessary, permission must be obtained from the council Risk Management Department at least four weeks before the event.
- Certain insurance minimums must be met and contracts signed by council staff. Please refer to [Safety Activity Checkpoints](#) and email contracts to CustomerCare@girlscoutsww.org.
- Vans carrying up to 10 people are permissible. Vans carrying up to 12 people may be used with special approvals (if drivers have Class B licenses). 15 passenger vans are not approved to transport Girl Scouts in our council.
- Current laws regarding car safety seats for children must be followed.
- Any driver must be an approved adult volunteer, at least 21 years of age, have a good driving record, and have a valid driver's license.

Application For High-Risk Activities

- If you will be doing any high-risk/high adventure activities or the activity does not have a [Safety Activity Checkpoint](#), you must submit the [Application for High-Risk Activities or Sensitive Topics](#) at least one month prior to the event (just one form for the whole event—troops/groups do not need to turn them in).
- Reminder: list the high-risk activity on the [Parent/Guardian Permission for Overnights, High-Risk Activities and Sensitive Topics](#) form



Two-Four Months or More Before Event

Begin Establishing the Event Schedule

- Determine who will arrive before the participants to set-up, communicate with site liaison and fire/police, post signs, set-up registration table, escort event staff to their positions, and resolve last-minute situations.
- Determine when registration/check-in should begin.
- Include a time for brief announcements (location of first aider, lost & found, emergency procedures).
- Determine who is responsible to assist with certain duties, such as clean up during and after event.
- Schedule time for snacks/meals, as appropriate.
- For longer events, schedule breaks for adult volunteers.
- Consider establishing kapers for participants to help with certain duties.
- Develop inclement weather plans.

Publicity

- Design publicity plans.
- Establish registration procedures and a cancellation policy.
- Create promotion, registration, and confirmation materials.
- If needed, submit the [Volunteer Event/Program Submission](#) form.
- Obtain approval from service unit before distribution.
- Distribute promotional material.
- Begin accepting registrations and sending confirmations.

Safety Planning

- Event manager must consult [Safety Activity Checkpoints](#), [Volunteer Essentials](#), and [Volunteer Policies](#).
- Determine adult/youth ratio for the event (See chart below)
- Recruit a Girl Scout first aider (please refer the first aider to the [gsLearn](#) courses “[Health and Safety Management for Large Events](#)” and “[Large Group First Aider](#)”).
- Complete an Emergency Action Plan for the event.

Adult/Girl Scout Ratio	Group Meetings		Events, Travel, and Camping	
	Two unrelated volunteers (at least one of whom is female) for up to this number of Girl Scouts:	One additional volunteer to each additional:	Two unrelated volunteers (at least one of whom is female) for up to this number of Girl Scouts:	One additional volunteer to each additional:
Daisies (Grades K-1)	12	1-6	6	1-4
Brownies (Grades 2-3)	20	1-8	12	1-6
Juniors (Grades 4-5)	25	1-10	16	1-8
Cadettes (Grades 6-8)	25	1-12	20	1-10
Seniors (Grades 9-10)	30	1-15	24	1-12
Ambassadors (Grades 11-12)	30	1-15	24	1-12

Emergency Action Plan

- Design a plan for managing emergency situations.
 - ✓ Natural hazards (lake, cliffs, etc.)
 - ✓ Natural disasters (storms, floods, fire, etc.)
 - ✓ Injuries or medical emergencies
 - ✓ Lost children
 - ✓ Intruders (establish procedures for asking non- participants to leave the area). Refer to the sample Emergency Action Plan in [Health and Safety Management for Large Events](#).
- Prior to the event, communicate with event staff and other adults on how to respond in an emergency.
- Establish an on-site emergency communication system.
- Establish an emergency evacuation plan and communicate it to all participants prior to the event.
 - Where should participants go in case of an emergency?
 - Who will be in charge in an emergency situation?
 - Should cars back in to parking spots?
- Establish a security plan and adult supervision placements.
- Download [Health and Safety Management for Large Events](#). The event first aider should keep a digital or print copy with them during the event.
- Review your Service Unit Emergency Plan, if there is one.
- How will caretakers or emergency contacts be communicated in the event of an emergency?



Communicate your emergency plans with all participants— plans do no good if nobody knows them!

Site Security

- Consult Girl Scout Safety Guidelines in [Safety Activity Checkpoints](#), [Volunteer Essentials](#), and [Volunteer Policies](#).
- Tour entire site and note hazards including traffic, accessible cleaning supplies or other chemicals, areas accessible by the public, exposed tree roots, marshy areas, cliffs, poison oak, areas where participants would be out of sight, etc.
- Establish boundaries and off-limits areas for participants.
- Establish procedures for youth supervision.
- Establish the buddy system for youth participants (and adults, if necessary).
- Establish rules for youth participants to notify adults when they will use the bathroom or go into a different area.
- Establish safe areas to store valuables.
- Establish an evacuation plan.
- Designate a safety and security procedures meeting for troop/group leaders at the beginning of the event.
- Communicate the Girl Scouts of Western Washington alcohol and smoking policy to all adults.
- Establish clear procedures for participants to check in and out of the event, for participants who leave early, etc. No youth participant should leave early without written permission from their guardian. Such requests must be submitted prior to arrival.

Certifications & Local Ordinances

- Determine the level of first aid required (first aid or wilderness first aid).
- Determine if any other adults with special certifications or trainings are required for the event. Require written evidence of competence or documented training and experience. For example:
 - Quantity cook certification
 - Small craft safety certification
 - Archery certification

Communication

- Determine location of the telephone.
- Know location and transportation route to nearest hospital.
- Compile a list of local emergency telephone numbers: ambulance, hospital, poison control center, police, fire, building maintenance, etc. Distribute and post information—especially near telephones.
- Establish an emergency contact person that is not at the event. List this person's contact information on the registration form. The person should have a list of all participants and their emergency contacts.
- If your site is large, how will event staff communicate with each other? Cell phones? Walkie-talkies?
- Contact fire and police prior to event if it will be in a remote area or there are special parking, traffic, or safety concerns.

Emergency Records

- A roster of all participants in attendance should be maintained. Troops/groups may turn in a roster of participating individuals prior to the event or at check-in.
- Troop/group leaders are generally responsible for Girl Scout Permissions and Health History and Adult Health History forms for all attendees within their troop/group. Depending on the site layout or types of activities planned, the registrar should collect these documents (first aider should hold health forms).
- Sections 3 and 4 of the Girl Scout Permissions and Health History form are required events lasting more than three nights.
- Adult Health History forms for adults are required for overnight events or when they will participate in physically demanding activities.
- Keep site and vendor Certificate of Insurance on file.
- Site rental contract or permit (don't forget to arrange for a council staff member to sign all contracts and permits).
- Maintain a copy of [Mutual of Omaha Girl Scout Insurance Guide](#).
- [Mutual of Omaha Insurance Claim Form](#)—completed and turned in with the Incident Report Form.
- [Incident Report Forms](#) (use for any accident or illness that requires or potentially may require medical attention). Must be submitted within one business day to Insurance@girlscoutsww.org
- [GSWW Procedures for Serious Accident or Crisis](#) should be distributed to all event staff and troop/group leaders, with a reminder to distribute to all adults present.



Four-Six Weeks Before the Event

Finalize Registration Procedures

- Create spreadsheet (electronic is ideal) to track registration, including names, pertinent demographic information (such as grade level of participants), and other useful information (how much money has been collected, t-shirt or patch orders and sizes, etc.).
- Collect registration payments for activity/admission fees.
- Periodically share the spreadsheet with committee members to allow them to plan and promote event.
- If the event fills, create a waiting list to fill spaces created by cancellations.
- Deposit money collected into the service unit checking account on a regular basis.
- Periodically reconcile amount deposited with registration records.
- Send information packets to event staff, consultants, and/or vendors with event schedule, directions, map, and emergency plans for the event. Confirm in writing what to expect at the event.
- Distribute confirmation packets to participants with schedule, directions, what to bring, and safety considerations.
- Remind troop/group leaders of their responsibility to bring forms, distribute emergency cards to all adults, etc.
- Finalize event schedule.
- Borrow or purchase needed equipment, supplies.
- Verify equipment/set-up needed and site rules with site liaison.
- File needed forms and/or applications.



On-site contact information for all event staff should be available (e.g. cell phone numbers).

Prepare Event Evaluation Form

- What was the goal of the event? What knowledge, skills and abilities will the participants have when they leave?
- Which of the five Girl Scout Leadership Experience outcomes will the event focus on?
- Which Girl Scout Processes will the event focus on—Girl Scout Led, Cooperative Learning, Learning by Doing?
- Participants should complete the evaluation. It is also helpful to have event staff and the event manager complete evaluations.
- There are many types of evaluations that you can do. The following are just some ideas to get you started:
 - Verbal
 - Written, including rating scales, happy faces, free response questions
 - Pictures/drawings
 - Journal writing
 - Mural or graffiti wall
 - Observations (as girls are building fires, observe their skills)
 - Evaluation games (go to this side of the room if you liked it, go here if you didn't)



Two Weeks Before the Event

- Finalize emergency phone tree and provide to at home event emergency contact person.
- Follow up on the status of any special insurance.
- Follow up with event staff, consultants, and vendors.
- Prepare rosters/sign in sheets for all participants.
- Visit site to verify set-up and equipment operation.
- Finalize list of items to bring to event, begin packing them.
- Purchase remaining needed items.
- Determine and prepare necessary signage.
- Enlist volunteers for clean up and additional help.
- Check weather forecasts and take precautions accordingly, such as supplying adequate drinking water for hot days.
- Establish lost and found procedures.



Day Of Event

- Arrive on site early.
- Circulate among event staff, communicate, and inspire—be enthusiastic.
- Troubleshoot problems as they arise; expect the unexpected.
- Set up equipment and post signs at least one hour before start time.
- Event manager should be free of tasks that prevent giving direction; delegate tasks that suddenly occur.
- Welcome and direct the event staff and vendors.
- Set up activity stations at least one hour before start time.
- Treasurer brings checkbook to pay any bills.
- Acknowledge committee members, event staff, consultants, etc.
- Ensure that site is left clean.

Check In Pre-Registered Participants

- Have plenty of people processing check-in so the line moves quickly.
- Allow time for check-in before event starts.
- Create a check-off list of participants who have pre-registered. Have numerous copies available.
- Consider having stations that break up participants by alphabet or troop number to keep lines moving (e.g. A-F, G-M, etc. or Troop #1-296)
- If participants register as individuals, collect forms as appropriate.
- If participants check in with troop/group, collect individual participant roster for group.
- Provide participants or group leaders with needed items such as schedules, maps, “passports,” wrist bands, patches, evaluations, etc.
- If selling items such as patches or t-shirts, keep a secure cash box. At the end of the event, the cash should be counted by two people together and turned over to treasurer or event manager with the total count in writing signed by both individuals.
- Communicate procedures for check out, participants who leave early, etc. Ensure that youth are only released to approved individuals.
- Give instructions about where to go next, what to do next.
- Make sure there is adequate space in a safe area for participants to wait before the event begins. Consider having song leading or other activities to keep participants from becoming too restless.



After the Event

Event Binder or Scrapbook

- Flyer, other promotional materials
- Registrations form
- Confirmation packet
- Handouts/booklets
- Pictures of how things were set-up
- Site and vendor information
- Income and expense information
- Final attendance numbers
- Patch
- Evaluation Summary
- Anything else that would be helpful to someone running this or a similar event in the future.

Committee, Staff Wrap Up

- Hold wrap-up meeting/celebration with event committee/staff to debrief and recognize them for their accomplishments.
- Debrief the event with staff and committee.
- Recognize people for their accomplishments with public praise, a certificate, small gift, thank you note, as appropriate.
- Write thank you letters, perhaps send a certificate of appreciation or other small token to recognize contributions of time or money (event volunteers, vendors who attended, etc.).
- Write thank you letters and acknowledge service hours for youth who assisted with event planning or helped at the event.

Financial

- Pay
- remaining bills and reimburse volunteer expenses.
- Complete [Service Unit Event Ledger](#).
- Report any extra funds to the service unit/council and deposit.

Reporting

- Submit the Service Unit Event Ledger to the service unit within two weeks of the event. Include all original receipts. Keep a copy for your records.
- Compile evaluations and report results to the service unit team or volunteer support manager.

Miscellaneous

- Follow up with patch distribution, if needed.
- Return borrowed equipment.
- Refurbish consumable resources (e.g. first aid kit).
- Write thank you letters.
- Celebrate a job well done!

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?”

1. **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.
2. **Be friendly, helpful, considerate and caring.** Treat others as you want to be treated. Don’t use social media to attack other volunteers, troop members, or staff members.
3. **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 your troop program manager. Don’t be afraid to speak up or ask questions.
4. **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 your troop program manager.
5. **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.)
6. **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.
7. **Use resources wisely.**
8. **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, or at (206) 633-5600, ext 1610.

Best Practices for Girl Scout Troop and 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), 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

Do not sell advertising on your site or within your group—including banner ads, sponsored links, etc. The sale of advertising creates an implied relationship between Girl Scouts and the goods or services advertised and cannot be permitted.

Youth and adults may post notices on websites alerting their communities about Girl Scout Cookie Sales or Fall Product Sales. However—with the exception of Digital Cookie—payments may not be taken online. For safety, best practice is to not promote your Girl Scout’s sale on group social media sites where you do not know all members, and to not share personal information—such as last names, addresses, or phone numbers—on any social media site.

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 your troop program manager 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 customercare@girlscoutsww.org.