



# Social Media Guidelines

## Social Media 101

What is Social Media?

Social media platforms allow you to share information and create communities through online **networks or 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, and Instagram—and content-sharing platforms—like YouTube and Pinterest. USA Girl Scouts Overseas (USAGSO) has three official sites for external audiences: Facebook and Instagram, as well as a YouTube channel, linked below.

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

There are many small groups for Overseas Committee (OC), troops, and beyond, but you can also join the council-wide Girl Scout volunteer community on social media:

For Public Access

[USA Girl Scouts Overseas Facebook Page](#)

[USA Girl Scouts Overseas Instagram](#)

[USA Girl Scouts Overseas LinkedIn](#)

[USA Girl Scouts Overseas YouTube Channel](#)

Just for Volunteers

[Overseas Committee Management Team \(OCMT\) Facebook Group](#)

[USAGSO Volunteers Facebook Group](#)

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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!** We've included some ideas to keep in mind below, but 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 USAGSO 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 other volunteers, troop members, or staff members.**

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.**

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 you should post something, ask your troop program manager.

Respect yourself and others. **Respect other people’s privacy** and your own personal boundaries by using discretion when choosing to connect with a fellow volunteer or girl guardian. (For service unit or troop Facebook groups, the privacy settings will give you the ability to give permission to only those who are involved **with the service unit or troop.**) **Also, please do not publish girls’ full names** online—girl safety is a top priority!

Respect authority. If your actions on social media—as with any other kind of actions taken as a Girl Scout volunteer—do not support the Girl Scout Promise and Law, we do reserve the right to take corrective action.

Use resources wisely.

Make the world a better place and be a sister to every Girl Scout. This is true regardless of how you are communicating!

As a representative of Girl Scouts, 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 USAGSO 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.

- Before you start a new social media page, please complete [this form](#).
- Please share your social media pages with us, by completing [this form](#).

**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 Overseas Customer Care at [overseascustomer@girlscouts.org](mailto:overseascustomer@girlscouts.org).



## Best Practices for Girl Scout Troop and Overseas Committee Social Media Groups

We encourage our Overseas Committees to create social media accounts, such as Facebook pages or groups.

**What’s the difference between a page and a group?**

A Facebook Page is public-facing. This is a great method to share with your community what Girl Scouts in your area are up to and as a means for the public to contact you. A Facebook Group can be public, private, or closed. This is a helpful tool to keep communications internal and share photos

that cannot be shared publicly. i.e. a **volunteer's** group or troop group, and if there are girls/adults in the photos without media release consent.

### Naming Your Group or Page

**To make sure we're all presenting as one USAGSO**, all public-facing Facebook pages should follow the same naming conventions.

The format is: USA Girl Scouts Overseas – (Overseas Committee name)

Example: USA Girl Scouts Overseas – North Pole

For more information on naming conventions, please reference the Naming Guidelines on [USAGSO's Volunteer Brand Center](#).

### Managing Your Page

To ensure continuity, it would be best to create the initial page using the official main Overseas Committee email address. i.e. [YourOverseasCommitteeGirlScouts@usagso.org](mailto:YourOverseasCommitteeGirlScouts@usagso.org). This way, log in is always retrievable, even in the unfortunate case of unexpected OC turnover.

We also recommend appointing one or two other people from your team to be admins on the page to moderate activity. This could be to answer incoming messages, respond to comment, provide information to the public about upcoming events or recruitment. Some OCs also have a Public Relations or Marketing role on the OCMT for this purpose.

### 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. That way, **there's always more than one person who can manage the account!**

### Social Media and Privacy

**Names: If you wish to post Girl Scouts' names on the page, first names are recommended, and you should not use girls' entire names.**

**Addresses:** Do not identify personal addresses of Girl Scouts. However, you can list the address of event locations.

**Contact Information:** It's a good idea to use an official USAGSO email address for your OC instead of using contact information that's related to a specific person.

**Photos:** **Girl 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's parent or guardian**. 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 can reflect on Girl Scouts, so ask yourself, "What information would be appropriate for a stranger to see on my page?"** Make sure that the girls and adults in your Girl Scout Troop or Overseas Committee 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.

#### Girls 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 girls 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.

Girls and adults may post notices on websites alerting their communities about Girl Scout Cookie Sales or Fall Product Sales. However—except for Digital Cookie—payments may not be taken online. **For girl safety, best practice is to not promote your girl's sale on group social media sites where you or your girl do not know all members, and to not share personal girl 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, we do reserve 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 can have a safe and supportive online environment!

#### Girl Scout Branding, Trademarks, and Copyrights

Check out the USA Girl Scouts Overseas Style & Brand Guidelines on our [Volunteer Brand Center](#) for more 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) on your website 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 on your website.

#### More Questions?

If you have any other questions, please get in touch by calling 1 (800) 467-0070 or emailing us at [overseascustomer@girlscouts.org](mailto:overseascustomer@girlscouts.org).