Social Media and Website Guidelines

Girl Scouts of California's Central Coast has established the following guidelines to help Girl Scout volunteers, parents and girls who wish to use the internet to talk about their involvement in the organization. Every member of the organization has the responsibility to uphold the image and reputation of the Girl Scout brand. When using online communications, it is important to think about the content you are posting, the privacy settings on your account and the people, businesses and organizations that you friend or follow. You are responsible for what you write and say online about Girl Scouts, even if it is on your personal social media account.

Starting a Website or Social Media Page

Pages on the internet can be read by people all over the world. Think carefully about how you want to represent yourself and Girl Scouts. Before starting a new page, consider the following points:
   - Who will your audience be and what types of content will interest them?
   - Do you have a plan in place to ensure that your page will be updated regularly?
   - Will the site you are creating accommodate your needs-file sharing, chat, etc.?
   - Will there be a cost associated with the site and, if so, who will pay?

Online Safety

It is important to remember that the internet is an open forum for anyone. To ensure online safety, volunteers should follow these safety measures:
   - Use only first names of girls online.
   - Ensure photo permission before posting pictures of girls online.
   - Never post girls' addresses, phone numbers or email addresses.
   - Never post addresses, dates and times of group meeting places. An adult who wishes to communicate upcoming events with families and girls should use email, a password-protected website or a private/closed social media page.
   - If your website or social media page has open forums, an adult must screen all postings before they are published to the site.

- Before placing a link to an external site on your page, ensure that the page you are linking to is suitable for children and appropriate for Girl Scouts.

Girl Scouts who are at least 13 years of age and have parental permission may participate in setting up and monitoring online communities. Before starting, an adult should go over the Girl Scout Internet Safety Pledge and have each girl sign the form.

Additional online safety guidelines can be found in Volunteer Essentials.

Account Administration

- Websites and social media accounts created by volunteers and girls are unofficial accounts and should be labeled as such. Do not use a Girl Scouts of the USA (GSUSA) or Girl Scouts of California's Central Coast (GSCCC) logo as your profile picture. Copy and paste this disclaimer as part of your profile description:
  - **"This is an unofficial page created by volunteers of [insert Service Unit/Troop/Group name]. For official information from Girl Scouts of California's Central Coast. Like Us on Facebook at www.facebook.com/girlscoutsCAcentralcoast/ or visit www.girlscoutsccc.org.**
- Account administrators should send an email to GSCCC with the link to their website or social media page, as well as the contact information for the person who serves as the primary administrator for the page.
- Whenever possible, avoid having a social media or website account associated with an individual's personal email. Instead, create an email address for your group (troop000@gmail.com). More than one person should have the login information for both the email and social media or website account.
- An adult must serve as an administrator on all websites and social media accounts, as well as be the person responsible for the email address associated with the account.

Branding

Girl Scouts is a well-loved, iconic brand. Girl Scouts of the USA has developed a visual brand language that conveys the Girl Scout Movement as it exists today and that speaks to our core audience-girls. Just as when designing print collateral for Girl Scouts, brand guidelines must be followed online. When creating a website or social media site for your Girl Scout group, follow the guidelines in the Brand Guidelines available on the SU Marketing Resources page of the GSCCC website.

In order to ensure brand consistency, volunteer-run pages must be hosted independently from non-Girl Scout pages. It is permissible to use a free hosting service, but not to put a Girl Scout page on an existing, external business or organization website.

In addition, do not violate copyright laws by using designs, text from magazines or books, poetry, music, lyrics, videos, graphics or trademarked symbols without specific permission from the copyright or trademark holder. This includes Girl Scout images and graphics, such as the Trefoil, which must be used in accordance with guidelines from GSUSA.

For assistance with branding guidelines or graphic design, please contact the GSCCC Marketing Communications Department at media@girlscoutsccc.org.

Media Requests

If a public figure or member of the media reaches out to you via social media or your website for information or a comment, refer them to our Marketing & Communications department. Please email all of the details to media@girlscoutsccc.org.

Girl Scout Group Website and Social Media Page Self Check

- Is my page hosted independently from an existing, external business or organization website?
- Does my account have at least two administrators?
- Do I have a non-personal email account tied to my webpage or social media account?
- Have I checked the links on my website to make sure they only lead to safe, appropriate websites?
- Have I added an unofficial account disclaimer to my page?
- Do all of the girls in pictures on my page have photo permission on file?
- Is meeting information only posted on private, password-protected pages?
- Have I emailed information about my account to GSCCC?
- Are all of my images and graphics free from copyright violations?
- Does my page need any graphic design support from GSCCC?