



Social Media Guidelines

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.

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

There are many small groups for service units, troops, and beyond, but you can also join the council-wide Girl Scout volunteer community on social media:

General Community Groups

- [Girl Scouts – North Carolina Coastal Pines Facebook Page](#)
- [Girl Scouts – North Carolina Coastal Pines Twitter Page](#)
- [Girl Scouts – North Carolina Coastal Pines Instagram Page](#)
- [Girl Scouts – North Carolina Coastal Pines Pinterest Page](#)
- [Girl Scouts – North Carolina Coastal Pines LinkedIn Page](#)

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?"

1. **Be honest and fair.** Be transparent about your role as a Girl Scouts – North Carolina Coastal Pines 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 membership director. 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 really private anymore. Use discretion and if you have questions about whether or not you should post something, ask your membership director.

5. **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, never publish meeting dates, times and locations or other identifying information about the girls and the troop unless your group/account settings are private, and even then, please act with care. Never publish a girl's full name or her contact information (email, phone, address) online—girl safety is a top priority!
6. **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.
7. **Use resources wisely.** Use this communications tool with care. Be sure to post Girl Scout-related messages and to be respectful of not overloading fellow volunteers and families with information.
8. **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 Girl Scouts – North Carolina Coastal Pines listed as an organization that you volunteer for or represent. Please remember that your Facebook profile picture and cover photo 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 the marketing and communications team at MarCom@nccoastalpines.org or call 800-284-4475 and ask to speak to the Marketing and Communications Director.

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 when creating a social media group.

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!

We also strongly recommend setting group accounts on private, especially on Facebook, Twitter, and Instagram. This requires anyone who wants to see your information, including photos and communications, to request and be approved to join your social media group. This protects everyone involved with the troop, including our Girl Scouts.

Naming Your Group or Profile

It's a good idea to give a descriptive name to your group or profile (ex: Girl Scout Troop XXXXX or "Girl Scouts – North Carolina Coastal Pines Service Unit XXXXX), so viewers can easily identify the troop, service unit, and council. Once your account is created, email social@nccoastalpines.org and we'll add your social media groups to our directory.

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 if your groups have privacy settings in place.
- **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:** Girl safety needs to be the top priority, so don't post photos without permission. As part of purchasing membership, girls and families have the option to opt-in to a digital photo release through our online registration portal, My GS. If you do not know if a girl has opt-ed in for a photo release, you must obtain written consent from the girl and her caregiver. The council can also provide photo release forms upon request. Email helpdesk@nccoastalpines.org to request photo release forms. Photo release confirmations should be submitted to your service unit manager, your membership director, and emailed to helpdesk@nccoastalpines.org to be added to their member record.

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 service unit who may be

contributing content realize that this is a local Girl Scout social media account, 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

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. Additionally, per some social media platforms, girls must be at least 13 years or older to create an account. Please refer to the social media platform that girls want to join to read their terms and conditions prior to creating an account.

Advertising and Product Sales

Do not sell advertising within your group—including sponsored links or posts. The sale of advertising creates an implied relationship between Girl Scouts and the goods or services advertised and cannot be permitted. Additionally, social media group members should not post or advertise any products, goods, or services from another personal or professional business.

Girls and adults may post notices on social media accounts alerting their communities about Girl Scout Cookie Program or Fall Product Program. However—with the exception of 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 membership director 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 Girl Scouts – North Carolina Coastal Pines council style guidelines and PR handbook for additional information on trademarks and copyrights.

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 social media account 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 800-284-4475 or emailing us at social@nccoastalpines.org.