



School Captain Update: Virtual Engagement

With school and community engagement looking very different this upcoming school year, being the voice of Girl Scouts is even more important. As the School Captain, letting your school administrators know that Girl Scouts is continuing to support its members with a strong virtual presence is imperative to the mission and Girl Scout movement. Below you will find ways to increase your virtual connections to your school and surrounding community and find best practices for making the most of your virtual presence as a Girl Scout volunteer.

Virtual Connection Opportunities

- Join PTA/PTO email list for updates about opportunities to share resources with families
- Subscribe to the school newsletter
- Follow the school, principal and school board on all social media outlets including Facebook, Instagram and Twitter
- Join and/or follow community groups, mom groups, new family groups, parks and recreation pages, neighborhood groups and faith organizations near and/or associated with the school
- Subscribe to Peach Jar communications (if your school utilizes this platform)
- Follow GSNCCP's social media accounts including [Facebook](#), [Instagram](#) and [Twitter](#)

Virtual Presence Best Practices

- Share all upcoming recruitment and service unit events on your social media accounts; ask family and friends to share and/or post to their accounts
- Ask school admin to include service unit events and recruitment events on their calendar, social media accounts, website and in the school newsletter
- Ask the PTA/PTO to add Girl Scout recruitment events and/or marketing ads to their emails to parents
- Post and share upcoming recruitment and service unit events with all community and faith-based groups on social media
- Change your profile picture on your favorite social media account to one where you are wearing GS Logo Gear
- Help your Girl Scout write a brief note describing why she loves Girl Scouts and share it via social media with your network
- Ask your school administrators to share stories of their Girl Scouts with parents via the newsletter, school website and/or social media
- Identify three skills you have gained by being a Girl Scout volunteer, and share those via your social media channels, encouraging others to get involved as volunteers.
- Share all recruitment related posts from GSNCCP on your social media accounts