

Social Media Guidelines for Girl Scout Troops

Follow Girl Scouts of Greater New York

Our council uses the handle [@girlscoutsnyc](#) on all accounts. Follow and interact with us on:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

Social Media & the Girl Scout Promise and Law

Be honest and fair.

Be transparent about your role as a Girl Scouts volunteer when communicating about Girl Scouts online.

Be friendly, helpful, considerate, and caring.

Use social media to support fellow Girl Scout troops, volunteers, members, or staff.

Be courageous and strong.

Don't be afraid to speak up. If you see concerning behavior, contact customer care@girlscoutsnyc.org.

Be responsible for what you say and do.

Remember what you post online will be lasting. Even if you remove something, screenshots and website history records will likely still be visible.

Respect yourself and others.

Create boundaries for yourself around social media. Consider making your profiles and groups private and utilizing apps that track or limit screen time.

Respect authority.

If your actions on social media do not align with the Girl Scout Promise and Law, we reserve the right to take corrective action.

Use resources wisely.

Take care of the electronic devices you use to engage on social media. Make them last to help reduce the environmental and human tolls of manufacturing them.

Make the world a better place and be a sister to every Girl Scout.

Amplify the causes and voices you care about by sharing their content.

DOs & DON'Ts

Do:

- Follow [@girlscoutsnyc](#) to stay up to date with our events and activities!
- Tag [@girlscoutsnyc](#) in your posts and stories.
- Use hashtag [#GirlScoutsNYC](#).
- Capitalize the first letter of each word in hashtags to increase accessibility for people using screen readers.
- Enter [alt text](#) when you share photos to increase accessibility.
- Set your profile to private. (And remember, your profile picture will still be public).
- Discuss online safety and encourage Girl Scouts to take the [Internet Safety Pledge](#).
- Help your Girl Scouts earn the [Digital Leadership badge!](#)
- Teach Girl Scouts how to [tell the difference between fake news and facts](#).
- Remember your online presence can reflect on the Girl Scouts movement. Use discretion.

Don't:

- Don't share Girl Scout's full names online. First names only.
- Don't share personal addresses. Public addresses of event venues only.
- Don't use social media to attack fellow community members. Interpersonal issues should be resolved interpersonally.
- Don't respond if contacted about Girl Scouts by a member of the press or a public figure. Refer them to media@girlscoutsnyc.org.
- Don't post photos without caregiver permission. Most signed Girl Scout Membership Forms include permission for photos to be used for Girl Scouts purposes. If you'd like to share a photo that includes non-Girl Scouts, ask that they fill out a [Media Release Form](#).
- Most importantly, do not post any content that will cause harm to community members – this includes, but is not limited to, derogatory statements about race, ethnicity, religion, gender, sexual orientation, disability, and other aspects of personal identities. Think before you post, and keep in mind that good intentions do not erase negative impact.

Troop & Service Unit Facebook Groups

Best practices include:

- Designate two adults who can be responsible for managing the account (one primary and one back-up).
- Give your group a descriptive and clear name (ex: Girl Scout Troop #XXXX).
- Create a generic email address (ex: GirlScoutTroopXXXX@gmail.com) instead of using contact information that's related to a specific person.

Virtual Meetings

Best practices include:

- Ensure Girl Scouts have their names listed on their devices so troop leaders know who they are letting into the meeting.
- Assign at least one volunteer to monitor the chat/waiting room for non-members.
- Institute a plan with your Girl Scouts so that if someone uninvited does enter the meeting, they know to leave the computer and report it to an adult. Troop leaders are responsible for shutting down the meeting if this occurs.

Advertising & 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.

Girl Scouts and adults may post online alerting their communities about Girl Scout Cookie sales. Payments may not be taken online except via Digital Cookie. In the interest of safety, do not promote your Girl Scout's sale in social media groups where you do not know all members.

Branding, Trademarks, and Copyrights

Check out the [GSUSA Copyrights and Trademarks page](#) for more information about how to use Girl Scout branded materials.

In general, do not use copyrighted designs, text, graphics, or symbols without specific permission from the copyright holder. Using the phrase "no copyright infringement is intended" (or similar wording) does not prevent infringement.

Questions?

Contact customercare@girlscoutsnyc.org.