

## Service Unit and Troop Website Requirements and Guidelines

### Process:

- Read and follow the requirements, guidelines and suggestions outlined below.
- Be sure to include links in your site to GSNI's website. Note our URL address is [www.girlscoutsni.org](http://www.girlscoutsni.org).
- Before going live, please e-mail the following information to the director of communications at [ckocol@girlscoutsni.org](mailto:ckocol@girlscoutsni.org):
  - Website URL
  - Troop number (if troop website)
  - Service Unit
  - Town
  - Contact name
  - Contact e-mail
  - Contact phone

Please note that unless GSNI's director of communications approves your website, we cannot create a link from the council's site to yours.

- Additionally, you need to contact GSNI's director of communications in order to obtain the Girl Scout logo and guidelines for use—you will not be able to use the logo unless these guidelines are followed and its use has been approved by the director of communications.
- Keep Girl Scouts of Northern Illinois informed of any significant changes in your website (contact, content, etc.)

### Requirements:

- No private home addresses, phone numbers or e-mail addresses of any girls.
- No e-mail links to any girls.
- No full names of any girls. Reference to a girl's first name and last initial only may be used.
- Do **not** identify any adult by full name, address, or phone number without her, or his, express permission.
- Dated materials should be carefully monitored.
- No inappropriate photos.
- If you use photos, do not use identification of girls (even by only first name) in conjunction with any photos.
- Do **not** list the location or addresses of troop meeting places, program event sites or facilities (i.e. Girl Scout camps or program centers, churches, schools, community centers, etc.).
- Do **not** list private home meeting locations, nor site a private home meeting by the name of the homeowner (i.e., Jane Smith's house).
- The only time it is acceptable to indicate the location of an event is if it meets either of the following criteria:

1. The **event** is open to the general public (i.e., Halloween face painting at a citywide Halloween celebration, mass registration event, trip to see a community play at a local theatre.)
2. The **event** is defined by the venue AND the venue is generally open to the public (i.e., overnight at the Science and Industry Museum, crafts at the Art Institute)

Please Note: Do not **EVER** list the location for an event such as a Camporee at a local park or overnight at a community center, etc. Even though the venue is generally open to the public, it is not open to the public at the time in which the event is held (#1), nor does the venue define the event (#2). In general, use discretion—remember the safety of our girls and volunteer is always paramount!

### **Guidelines and Suggestions:**

- Encourage girls to be active participants in the planning, creation and development of you Web page.
- If your site is interactive, it should be monitored by an adult and checked periodically for responses and to ensure that there are no inappropriate messages.
- Include a link to Girl Scouts of Northern Illinois at [www.girlscoutsni.org](http://www.girlscoutsni.org).
- Remember, privacy should be a major concern! Anyone, and everyone, has access to the information you include in your Web page. Given an individual's full name and general location, Internet search engines allow anyone to easily obtain home address and phone numbers for that individual. So, use all names with discretion! If you must use an adult volunteer's full name in your website, it is recommended that you get written permission to do so.
- Most importantly—Have fun! Creating a website can be a great way to express yourself and your group artistically and creatively. At the same time, it is a great tool to get information immediately out to your girls, volunteers, parents, and others who may be interested in joining your Girl Scout troop, service unit, or other group!

If you have any questions about this procedure, you may contact Cindy Kocol by phone at 847-741-5521, Ext. 7139 or by e-mail at [ckocol@girlscoutsni.org](mailto:ckocol@girlscoutsni.org).