



GSNI - Social Media Guidelines for Volunteers

Thanks for being a part of GSNI's social media community! Some of you may be a part of GSNI's social media circle or even official GSNI Communications Liaisons. Some of you may have service unit or troop websites or social media pages — and that's great! We welcome all opportunities for girls and volunteer to connect and share their contributions with our community. We want your social media connections to be safe and effective, so please take a moment and review these guidelines and best practices.

General Social Media/Website Guidelines

- Think twice before posting. What you say on the internet is permanent, even if you delete it. Make sure you will not regret what you post.
- Be nice. Don't post anything you wouldn't say to someone's face.
- Be respectful of others. Sometimes our opinions are not the same, and that's okay! Just be respectful about being on the opposing side. Make sure your presence on social media is in the first person, using "I" instead of "we." Stand behind your posts.
- If you have a complaint about a parent/guardian or another volunteer, the best way to address it is to contact the person directly. Airing your complaints on social media can be seen as unprofessional and could hurt feelings. If you are involved in a confrontation, please take it offline. Should you need help resolving a conflict involving Girl Scouts, please reach out to your Member Support Specialist at 844-476-4463 or customercare@girlscoutsnl.org.
- Do not share your personal contact information outside of private/direct messages. The internet and social media are permanent platforms (even if you delete your content), so be careful with what you share.
- Do not ever share someone else's personal contact information without their direct consent. After you get consent, only share through private/direct messages.
- Be aware of spammers. It's no longer obvious when you are being contacted by a spammer, so be aware if your conversations are taking a turn. Always report commenters to the social media platform if you think they have ill intentions.
- Do not use last names of minors on social media. Safety is key!
- Make sure you have parental/guardian consent for posting photos of girls online. If you are unsure if a parent/guardian has consented to share photos, GSNI keeps that information on file. You can contact customercare@girlscoutsnl.org to double-check.
- Respect copyright and fair use — don't use other people's content without asking and giving them credit. In some cases it is illegal.
 - This includes using the Girl Scout symbols and logos. It is unlawful to copy them from other websites and use them.

- If you would like to use a Girl Scout logo, including the GSNI logo, or the trefoil. logo, contact the GSNI Marketing and Communications team (MarComm) at 844-476-4463 or customercare@girlscoutsni.org for a file of the logo and some tips on how to use them.
- Make the world a better place and be a sister to every Girl Scout

Tell Your Story

Social media is a great way to **share** messages about Girl Scouts. In addition to sharing GSNI's posts, a wonderful way to do this is to share **your** story.

- Post pictures of you as a Girl Scout alum.
- Tell an impactful story of how you watched a girl in your troop or service unit grow.
- Share a silly camp tradition you have.
- If you are a Gold Award Girl Scout, write about your project and what you learned.

Talk about your experiences in Girl Scouts. When writing these posts, feel free to tag Girl Scouts of Northern Illinois in them. You may see them shared on our pages as well!

GSNI has a dedicated group of volunteers known as our Social Media Warriors, who share key stories about Girl Scouts. They share GSNI's information on a regular basis and write their own stories about Girl Scouts during relevant times, like recruitment season. If you are interested in joining this team of volunteers, let us know at customercare@girlscoutsni.org.

GSNI Social Media Platforms

Follow us! GSNI has several social media platforms, including [Facebook](#) (including pages for [Camp Dean](#), [Camp Far Horizons](#), [Camp McCormick](#), [Mary Ann Beebe Center](#), and GSNI's [CEO Fiona Cummings](#)), [Instagram](#), [Twitter](#), [Pinterest](#), and [YouTube](#). If you see something you like or that resonates you, like it, comment on it, or share it.

GSNI has two Facebook groups in addition to our public Facebook page. These groups are closed and are meant for communication between GSNI staff and volunteers and idea sharing. We intend to continue to grow the number of our Facebook groups, but right now, GSNI is responsible for:

- Girl Scouts of Northern Illinois Older Girl Group – for volunteers and parents/guardians of older girls (Cadettes, Seniors, and Ambassadors) to share ideas and give feedback. Important reminders for older girls come from council staff on this page.
- Girl Scouts of Northern Illinois Volunteer-Led Day Camp Group – for volunteers involved in GSNI volunteer-led day camps to share ideas and get updates.

These two closed groups require a confirmation process with GSNI staff to be admitted. This is a safety precaution, as girl information could potentially be shared here. We also want to make sure we're addressing the correct audience, so if you don't fit into the categories for that group, your request to join may be denied.

Seeing your event information on GSNI's pages

If you have something you'd like to see on GSNI's social media pages, you can message us or send an email to stories@girlscoutsni.org with the information.

This could include:

- Promoting a future service unit or community event
- Information about a past troop or service unit event or field trip
- Information about a community service or Take Action! project to ask for assistance
- Information about an outstanding job a girl or troop did on a project

When sending in your request, please be sure to include:

- Clear photos, if applicable, (with permission from parents/guardians if girls are present in the photos)
- A flyer, if applicable (if you have any logos, including Girl Scout logos, or photos on the flyer, be sure you're using them correctly and with permission)
- Description of the event or activity
- The date it took place
- Sponsors or community partners (if any)

Please note not all requests we receive can be shared on GSNI's social media platforms. We do filter requests we receive based on relevance and supporting the Girl Scout mission. If an event does not fit in with building G.I.R.L.s (Go-getters, Innovators, Risk-Takers, and Leaders) in our community, then GSNI's MarComm team may choose not to share it on GSNI's pages, but may offer ideas on other ways to share it.

Dealing with Media

More and more often, the media, local businesses, and community groups may approach people online for quotes, information, photos, etc. If you are approached by the media online, by phone, or in person, please do not respond immediately, but instead contact GSNI's Marcomm team at 844-476-4463 or customercare@girlscoutsni.org.

If you are approached for comment in response to a crisis, please contact GSNI's emergency number at 866-841-0099.

If you are working with media at any point, please notify the MarComm team, even if it is just submitting a photo from a cookie booth. This helps GSNI track all of the awesome stories local Girl Scouts have in the news! It also helps us if we're promoting an event in your community. We might be able to boost up your submission with some other info from GSNI!