



### **Philosophy for Social Media Use at GSWISE– the Girl Scout way**

In developing the guidelines for social media use at Girl Scouts of Wisconsin Southeast, the tenets of Girl Scouting led the way. When the guidelines cannot be used to direct the organization, staff or constituents in a social media matter, GSWISE will rely on the Girl Scout way for guidance.

**Be honest and fair:** Be honest about your role as a GSWISE staff member, volunteer, member or alumna when communicating about Girl Scout related issues online.

**Be friendly and helpful:** If you choose to communicate GSWISE and/or GSUSA news and happenings to your social media connections, don't just "push" events and programs, but strive to be a valuable resource for information

**Be considerate and caring:** Treat others as you want to be treated. Do not use the internet to attack, abuse or badmouth.

**Be courageous and strong:** Careful monitoring of social media is important to maintaining a positive image of GSWISE and Girl Scouting. Questionable posts/comments/behavior should be brought to the attention of the GSWISE Marketing and Communications department. Don't be afraid to speak up or ask questions.

**Be responsible for what you say and do:** Anything posted online will be around for a long time, and nothing is really "private" anymore. Use discretion and ask questions if you are unsure about whether or not to post something. Your supervisor or the Marketing and Communications department can be a resource.

**Respect yourself and others:** Respect other people's privacy and personal boundaries by using discretion when choosing to accept or invite a Facebook friend or connection through other social media channels.

**Respect authority:** The CEO and/or Senior Leadership Staff of GSWISE and their agents reserve the right to block/delete any postings, administrators, group members, etc. or restrict staff access to social media sites. Staff use of social media is further defined in the GSWISE Employee Personnel Policy, Practices and Procedures manuals.

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

**Be mindful of how you look and act by living the Girl Scout Promise and Law:** An online presence is expected to reflect positively on GSWISE and Girl Scouting if a profile identifies the user with the organization or the Movement in any way. Be aware of actions captured via images, posts or comments. Use of privacy setting options of social media accounts to limit public access to information is highly recommended. Note that profile pictures are frequently open to the public. Use discretion when choosing how the world sees you.

## **GSWISE Social Media Guidelines – Practical Applications**

The following practical applications of the GSWISE social media guidelines serve to better explain the specifics of what is expected from GSWISE volunteers and staff members using social media for Girl Scout purposes.

Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge.

### **Girl Safety is the #1 Priority.**

1. When possible, use girls' first names only. Girls may use their last names when required for registration for social media sites or similar online resources, provided they meet that service's age requirements and terms of service, and also have parental permission.
2. Never post girls' personal information, such as addresses, phone numbers or email addresses.
3. Never post the addresses of group meeting places or dates and times of meetings, unless you are utilizing a password protected feature.
4. If you wish to use messaging functions of social media sites to share the type of sensitive information listed above, verify everyone set to receive the information is a parent or guardian of the girl.
5. Girls must have parent/guardian permission before participating in any online project. Girls and their parents/guardians must sign the "[Internet Safety Pledge](#)" in the "Computer/Online Use Safety Activity Checkpoint." You can find these forms at [www.gswise.org](http://www.gswise.org) under "Forms and Resources," "Safety Activity Checkpoints." Completed forms must be available for review by GSWISE prior to starting any online project.
6. If parents/guardians have not given written permission, do not post pictures or videos of their girl online.
7. Permission for photos or video granted to GSWISE by the parent/guardian does not extend to troop leaders, adult volunteers, individual staff members or any other individual or entity.
8. Be cautious of connection on social media sites. If you are not familiar with someone who requests to be a "friend," "fan" or other association to your profile/troop page, please send a message asking for an introduction before accepting the request. Be aware that it is common for cybercriminals to set up accounts with fake information and representations of their identity. If you are suspicious about someone who has requested a connection to your social media site, do not allow them access to your page. This will not only keep your girls safe, but also protect your own personal data and computer systems.

### **Individual responsibilities: When you identify yourself as Girl Scout staff, volunteer, parent, or alumna, you are a representative of GSWISE and Girl Scouting.**

1. If you communicate about Girl Scout related issues online, clearly acknowledge your position with the organization. Share accurate information – do not post hearsay or speculation. Remember, regardless of your Girl Scout position, you will be seen as an official Girl Scout spokesperson.
2. Be helpful to those who request information: Please answer any Girl Scout questions quickly and effectively. Only answer questions or offer information that is within your area of expertise.
3. Be positive about your Girl Scouting experiences. Share your enthusiasm! If another volunteer, parent, girl, etc., does post a concern or complaint, contact GSWISE or share the council contact information.
4. If you are contacted by a member of the media through social media sites, immediately direct them to GSWISE's Director of Communications & Marketing. Only designated staff at GSWISE are authorized to speak with media on behalf of the organization.

5. If you choose to use your personal profile for Girl Scouting activities, please use good discretion about the non-Girl Scout related content that you are adding. Some volunteers may prefer to set up a troop or service unit account on a social media site. Please consult the following section before doing so.

### **Guidelines for Affiliate Websites & Social Media Profiles**

Troop, Service Unit, camp, and alumnae websites and social media accounts can be an excellent way to share information, create a sense of community and promote Girl Scouts. Please regard the following guidelines when creating an affiliate website or social media profile:

1. Maintain the standards of safety and integrity as outlined in "[Volunteer Essentials](#)" (consult most recent edition found at [www.gswise.org](http://www.gswise.org) under "Volunteers," "Troop Organization," "Volunteer Essentials").
2. Follow all terms and conditions set by the service provider.
3. Girls' personal email address or other contact information should not be available. Use an adult email address or that of an adult volunteer to set up accounts.
4. All affiliate websites and social media accounts must be registered with GSWISE to ensure guidelines are being met. Email [SocialMedia@gswise.org](mailto:SocialMedia@gswise.org) with appropriate links for approval. Please allow 3-5 days for approval. GSWISE may link affiliate sites/profiles to GSWISE sites/profile upon approval.
5. Chat rooms are not allowed on Girl Scouts or GSWISE websites. Any discussion board or forum must have adult oversight and comments must be screened by an adult before being posted. Any posts that violate safety standards, are inappropriate due to language or content, or are off topic should be deleted.
6. If you are contacted about developing a pen pal relationship with another troop or council, direct the request to GSWISE. Remember, it is very easy to present a false identity online. GSWISE's Program Department will set up all pen pal connections.
7. Select links to other websites carefully. The contents of each link should be in accordance to the principles of Girl Scouting. Also, links should be tasteful, grade level appropriate and beneficial for girls, volunteers, alumnae and Girl Scout families. The same consideration should be taken when permitting other web pages to be linked to yours.
8. GSWISE reserves the right to remove or request removal of inappropriate links.
9. Links on affiliate pages should be monitored regularly to ensure that the destination continues to meet the guidelines.
10. Linking affiliate web page or profiles to commercial sites selling a product or service is NOT permitted as this may imply Girl Scout endorsement of that product or service.
11. Affiliate web pages and profiles may not be linked to sites that endorse a political stance or campaign.

### **Girl Involvement**

1. Girls must have parental permission to be involved in a project that involves creating or maintaining an affiliate webpage or social media profile. All participating girls and their parents/guardians must sign "[Internet Safety Pledge](#)" in the "Computer/Online Use Safety Activity Checkpoint." You can find these forms at [www.gswise.org](http://www.gswise.org) under "Forms and Resources," "Safety Activity Checkpoints." Completed forms must be available for review by GSWISE prior to starting any online project.
2. Girls must meet age limits set by the provider, which is typically 13 years old and above in accordance with the United States Child Online Privacy and Protection Act (COPPA) and the Child Online Protection Act (COPA).
3. Adults working with girls in fifth grade and above should reference the "LMK: Life Online" website, a partnership between Microsoft and GSUSA, for additional guidance about social networking security and etiquette. The address is: [www.lmk.girlscouts.org](http://www.lmk.girlscouts.org).

4. Consult *Girl Safety is our #1 Priority* for additional information and guidance.

#### **Use of Copyrighted Material**

- The use of copyrighted designs, text, graphics or trademarked symbols on a troop or service unit website or social media profile is forbidden without permission. Girl Scout trademarks can only be used in accordance with guidelines for their use. For more information, please contact the GSWISE Communications & Marketing Department.
- To use trademarks and graphics owned by GSUSA, contact GSWISE's Communications & Marketing Dept.
- Information on use of GSUSA graphics and trademarks can be found at [www.girlscouts.org](http://www.girlscouts.org) under "[Terms and Conditions](#)."
- Permission is required from the author or publisher for web use of videos and music. Do not post words to copyrighted songs, poems or book content without permission of the record label, publisher, artist, poet or author.
- The following must be placed at the bottom of every web page: © Copyright 2013 GSUSA. All rights reserved. Girl Scout name, mark and all associated trademarks and logotypes, including the Trefoil Design, are owned by GSUSA.

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