



SOCIAL MEDIA GUIDELINES FOR GIRL SCOUTS

Follow Girl Scouts of Eastern Oklahoma

Our council uses the handle **@gseastok** on all accounts.

- Facebook
- Instagram
- TikTok

Social Media and the Girl Scout Promise and Law

Be honest and fair.

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

Be friendly, helpful, considerate, and caring.

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

Be courageous and strong.

Don't be afraid to speak up. If you see concerning behavior, contact customercare@gseok.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 limit your 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

Dos:

- Follow @gseastok to stay up to date with our events and activities!
- Tag @gseastok in your posts and stories and use #GirlScoutsEastOK.
- Capitalize the first letter of each word in hashtags to increase accessibility for people using screen readers.
- Set your profile to private. (Remember, your profile picture will still be visible.)
- 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 Scout movement.

Don'ts:

- Don't share Girl Scouts full names online. First names only.
- Don't share personal addresses. Public addresses of events only.
- Don't use social media to attack fellow community members.
- Don't respond if contacted about Girl Scouts by the press or a public figure. Refer them to news@gseok.org.
- Don't post photos without permission. Girl Scout membership forms include permission for photos to be used for Girl Scout purposes.
- Most importantly, do not post any content that will cause harm – this includes 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.

Facebook Groups

Best practices include:

- Designating two adults who can be responsible for managing the account.
- Giving your troop a descriptive and clear name (ex. Girl Scout Troop #XXXX).
- Creating a generic email address instead of using a person's contact information (ex. girlscouttroopXXXX@yahoo.com).

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. Do not use copyrighted designs, text, graphics, or symbols without 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.



Internet Safety Pledge

Girl Scout Internet Safety Pledge* for All Girl Scouts

- I will not give out personal information such as my address, telephone number(s), parent's/guardians' work address/telephone number(s), or the name and location of my school.
- I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- I will always follow the rules of Internet sites, including those rules that are based on age of use, parental approval and knowledge, and public laws.
- I will never agree to get together with someone I "meet" online without first checking with my parent/guardian. If my parent/guardian agree to a meeting, I will arrange it in a public place and bring a parent/guardian.
- I will never send a person my picture or anything else without first checking with parent/guardian.
- I will talk with my parent/guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.
- I will follow all the Girl Scout Terms and Conditions related to Digital Cookie, as well as all internet safety guidelines related to all other Girl Scout product sales.
- I will always practice online etiquette (good manners) when online by:
 - o Not spamming others.
 - o Not bullying or tolerating bullying (and will always tell a trusted adult if this is a problem).
 - o Not using bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

Girl Name _____ Date _____

Parent or Guardian _____ Date _____

*The GSUSA Online Safety Pledge is based upon the Online Safety Pledge developed by the [National Center for Missing and Exploited Children](#). (Revised August 2014)



Compromiso de Seguridad en Internet

Compromiso de Seguridad en Internet para todas las Girl Scouts*

- No le daré a nadie mis datos personales, como mi dirección y teléfono, ni la dirección del trabajo y teléfono de mis padres o tutor, ni el nombre y ubicación de mi escuela.
- Le avisaré de inmediato a un adulto si encuentro o recibo información que me haga sentir incómoda.
- Siempre seguiré las reglas de los sitios de internet, entre ellas las reglas sobre la edad de uso, la aprobación y conocimiento de los padres y las leyes públicas.
- Nunca aceptaré reunirme con nadie que haya conocido por internet sin antes decírselo a mis padres o tutor. Si mi mamá, papá o tutor me dan permiso de reunirme, lo haré en un lugar público y llevaré a uno de ellos.
- Nunca le enviaré a nadie una foto mía ni ninguna otra cosa sin el permiso de mis padres o tutor.
- Hablaré con mis padres o tutor para que pongamos reglas sobre mi conexión a internet. Decidiremos a qué hora puedo conectarme a internet, por cuánto tiempo y qué tipo de páginas puedo visitar. No entraré a otras áreas ni dejaré de cumplir estas reglas sin su permiso.
- Seguiré todos los términos y condiciones de Girl Scouts relacionados con **"Digital Cookie,"** así como todas las pautas de seguridad en internet relacionadas con todas las demás ventas de productos de Girl Scouts.
- Seguiré la "netiqueta" (buenos modales) en todo momento cuando esté en línea.
 - o No enviaré spam a otros.
 - o No molestaré a nadie ni toleraré el bullying (y siempre le avisaré a un adulto de confianza si alguien lo hace).
 - o No usaré palabras ofensivas.
- Me guiaré por la Promesa y la Ley de Girl Scouts en todo lo que hago en línea.

Firmado,

Mi nombre _____ Fecha _____

Mamá, papá o tutor _____ Fecha _____

*El Compromiso de seguridad en línea de GSUSA se basa en el Compromiso de seguridad en línea desarrollado por el Centro Nacional para Niños Desaparecidos y Explotados. (Revisado en agosto de 2014)