

Short and Snappy

Learning Opportunity for Volunteers

Social Media and the Girl Scout Law

30 minutes

Many Girl Scout communities and troops use social media to share information with its members. It is a quick and easy way to communicate. As you are connecting through social media keep in mind that it is like a giant worldwide billboard that is never taken down. What you say online makes a permanent impact on you, your social network and Girl Scouts. Consider using the Girl Scout Law as a guide for social media etiquette.

What is a Short & Snappy?

- Short training/information Opportunity.
- Any interested volunteer may read or lead a Short and Snappy.
- Short and Snappys are usually 10-45 minutes in length.

What You Will Need

- Short and Snappy outline
- Sign-in sheet
- *Handout – Social Media and the Girl Scout Law

Things to Remember

- Have participants sign the sign-in sheet and submit it to your local service center.
- Stay within the allotted time.
- If you don't know the answer, seek the correct answer from the appropriate support person.

Questions? Comments?

Contact jean.orcutt@gsnim.org
800-283-4812, ext. 315
www.gsnim.org

Thank you to Girl Scouts of Missouri Heartland for sharing this information.

Open with the following discussion.

Begin by asking participants how many use social media within their Girl Scout circle?

Ask participants to share how it has helped them and/or made a positive impact on their Girl Scout experience. Allow for about 5-10 minutes of sharing.

Next ask the group if they have ever experienced negative effects of social media. Allow for sharing but don't let it drag on for any more than 5 minutes. Do not allow it to turn into a gripe session. If you have to interrupt the discussion by saying, "For these reasons I want to share some tips on social media etiquette."

Since we are all representatives of the Girl Scout organization we must be professional in our online presence. The following tips and guidelines should be helpful with your Girl Scout social media communications.

Share the following social media etiquette tips along with the Social Media and the Girl Scout Law handout guidelines.

- Girl Scout social media sites such as Facebook, Yahoo groups, twitter accounts, etc. should be used for sharing Girl Scout information only. Be sure to tailor your posts to your specific audience. Are you communicating with community volunteers, troop leadership teams, troop member's families or girls? Consider setting up private accounts for each individual group.
- Limit your social media to Girl Scout business only and don't clutter it with a lot of unnecessary status updates.

- If posting photos make sure you have permission from individuals and/or caregivers to post photos. Use first names only, especially for photos including girls. Ask for permission from those in the photo before tagging it.
- Before submitting your post reread it. Check it for correct spelling, grammar and accuracy. Make sure it is suitable and relevant for your Girl Scout network. Remember once it is posted it is there forever and for all to see.
- Be respectful of others including your Girl Scout council. What you post on the internet is a reflection of you.
- If you have a concern or complaint with a fellow Girl Scout or council member it is best to contact them directly to resolve the situation. Social media is not the tool to use in this case.
- Social media must never be used for bullying, name calling, harassment or intimidation.

Pass out copies of the Social Media and the Girl Scout Law handout. See page 3 of this document.

Ask each person to share a different point of the Law or share them all yourself. Or if you have time and want to add a bit of creativity and fun to the session, assign a couple of people to each Law and allow them a few minutes to come up with a creative way to share their point with the group. Suggest a quick skit, role play, song or poster, etc.

Then allow for additional suggestions for using social media within Girl Scouts. Then go around the room and ask each person how they will use this information in their own lives.

Finally encourage volunteers to contact their council Troop Support Specialist with any questions, concerns or if they come across any inappropriate posts.

- 🌱 **Be honest and fair:** Be transparent about your role as a Girl Scouts of Northern Indiana-Michiana volunteer when communicating about Girl Scout-related issues online.
- 🌱 **Be friendly and helpful, considerate and caring:** Treat others as you want to be treated! If you encounter a complaint, concern or incorrect information, help by posting correct information, suggesting resources that may help, or directing the commenter to a GSNI-M staff department or member.
- 🌱 **Be courageous and strong:** Careful monitoring of social media is important in maintaining a positive image of Girl Scouts of Northern Indiana-Michiana. If you see posts/comments/behavior that you are concerned about, please notify a staff person at Girl Scouts of Northern Indiana-Michiana. Please speak up on behalf of Girl Scouts!
- 🌱 **Be responsible for what you say and do:** Use discretion and think twice before you post something. Remember nothing is “private” once it is on the internet. Treat comments as you would treat a postcard. They may be directed toward one person but anyone can view them.
- 🌱 **Respect yourself and others:** Respect other people’s privacy and your own personal boundaries by using discretion when sharing online or when choosing to invite or accept invitations to become Facebook friends, Twitter followers, or members of other networks, including applications. Do not feel obligated to open your personal life up to those with whom you have a professional relationship.
- 🌱 **Respect authority:** We ask that you only form Facebook Groups for your troop or community. If contacted by a member of the media through social media and asked to comment on an issue, please refer them to the GSNI-M marketing and communications team at (800) 283-4812. The practices and policies of GSNI-M are still applicable on the internet. For instance, if one of your postings prompts a member of the media to seek your opinion please follow GSNI-M guidelines and refer the person to the council’s marketing and communications department.
- 🌱 **Use resources wisely:** When possible, please share articles/events from the GSNI-M website or Facebook Page instead of creating your own posts in order to maintain integrity of the post and to not duplicate resources.
- 🌱 **Make the world a better place and be a sister to every Girl Scout:** This hold true regardless of how you’re communicating (telephone, email, in person, on the internet, etc.)

If you have any questions concerning social media within Girl Scouts contact your council Troop Support Specialist.