

Short and Snappy – Using Social Media in Girl Scouts



Objective

To provide helpful guidelines on when and how social media should and should not be used in Girl Scouts.

Length

20 minutes

Materials Needed

Pencils and paper

Information to Share (spend 10 minutes on this section)

Social media is an amazing tool. There are so many positive ways to use social media as Girl Scouts – to help share the program and encourage others to join, to communicate with troop parents, to get last minute news out, and much more.

Social media, however, can also be used in ways that are not beneficial for Girl Scouts. The physical and emotional safety of girls and volunteers is of the highest priority, and it is important that we do not use social media in any way that could harm or negatively affect that safety.

Let's have a look at some of our policies that help guide us in the correct use of social media (taken from Volunteer Essentials):

- Make sure any girls using social media follow the Computer/Online Use requirements laid out in Safety Activity Checkpoints, AND that they sign and follow the Girl Scout Internet Safety Pledge.
- Any information that could jeopardize the safety and security of girls and adults not be disclosed on a website. The following measures will help to ensure girls' online safety:
 - o Girl Scouts should only use their first names
 - o A Girl Scout's last name, address, phone number, or e-mail address should never be posted.
 - o Always have a parent's or guardian's permission when using pictures of girls on a website. This is especially important if the girl is under 13 years old.
 - o Do not post addresses of group meeting places, dates and times of meetings, events or trips on a website. Instead, an adult who wishes to communicate upcoming events with families of Girl Scouts should send an e-mail to the families.
 - o Do not allow automatic posting of messages to a website. All postings to message boards, social media, and guest books should have adult oversight, and be screened prior to posting live.
 - o Ensure that websites do not show personal e-mail addresses of girls, but use a troop, group or adult's e-mail.
- Girl Scouts use the Internet for a variety of reasons including the online marketing and sale of approved Girl Scout related products:
 - o Girls may send e-mail messages to alert friends and relatives about product sales and accept customer commitments via email.

Information to Share (continued)

- Social media sites may be used to market product:
 - Girls may use Facebook, Twitter, Instagram, text messages, IMs, and emails as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest. All are effective ways that girls 13 and older can promote cookie and other product sales.
 - Girls may **market to and collect indications of interest from customers within their councils' zip codes**. Refer prospects that come from outside council jurisdiction to the council finder at <http://www.gsutah.org/en/cookies/find-cookies.html>. Family members and Digital Cookie sales are the exception to this rule.
- Girls under 13 cannot independently set up online marketing sites. Girls under 13 can use their parent or guardian's online sites with their approval and supervision.
- Girls writing product e-mails or announcements online should sign with their first names only, their troop/group number or name, and their council name.
- Personal e-mails or street addresses of girls should never be used. Instead, use one of the following:
 - A blind return address account where the girls' name or personal e-mail is not revealed to the customer and is instead hosted on a secure site.
 - A group account, monitored by an adult.
 - An adult's e-mail account, which is supervised by that adult.
- Girls should never arrange in-person meetings with online contacts, other than to deliver cookies and only with the approval and accompaniment of a parent or designated adult.
- **Digital Cookie is the only approved online sales tool available for girls to use when selling cookies.** Outside of Digital Cookie, girls **cannot** set up online sites where cookies are sold and money is exchanged via the Internet.
- **While engaged in GSU business, volunteers are expected to act in a professional manner. Volunteers should refrain from swearing, gossip, and/or talking negatively about girls, other volunteers, or council staff.**
 - **This policy must be reflected in any interaction – whether through social media or in person.**

Activity (spend 10 minutes on this section)

1. Hand out a piece of paper to each person.
2. On the paper, each person must write down the following (tell everyone to be honest, they will not have to share their answers):
 - a. A time when they felt hurt, offended, or threatened by someone's actions/words on social media
 - b. A time when they wrote or posted something on social media which may have offended, hurt, or made someone else feel threatened or unsafe
3. Go over the following tips for avoiding conflict, misunderstanding, or confusion on social media:
 - ➔ If you actively post and use social networks to discuss or share potentially sensitive subject matter, keep your personal networks separate from Girl Scout networks.
 - ➔ If there is crossover between your personal networks and Girl Scout networks, make the necessary privacy settings to protect your Girl Scout networks from viewing your private networks.
 - ➔ The Girl Scout Internet Safety Pledge is not just for girls – it is for adults too.
 - ➔ Make sure any written communication is clear/unambiguous, and re-read what is written before you post.
 - ➔ Do not post anything on social media when you feel upset, frustrated, or angry. Wait until you calm down.
4. Perform a Rainbow Rededication Ceremony as a large group. (found on next page)

Rainbow Rededication Ceremony

Materials:

- Props to show the colors representing the Girl Scout Law, such as colored shirts, candles, pompoms, etc.
- 10 Copies (for people to read from)

Divide the group into 10 smaller groups. Each group will read one of the 10 items below.

1. I WILL DO MY BEST TO BE HONEST AND FAIR: Blue is the color of the sky. A Girl Scout's honesty and fairness in dealing with her family, her friends, and her country should be as dependable as the blue of the sky.
2. TO BE FRIENDLY AND HELPFUL: Yellow is the color of the sun. A friendly smile and a helpful hand can brighten a rainy day.
3. TO BE CONSIDERATE AND CARING: Gold represents the sun's rays. They shine on everyone regardless of color, creed or race.
4. TO BE COURAGEOUS AND STRONG: Red is the color of courage and strength. A Girl Scout's duty to help others requires courage to help anyone in trouble and strength to put others first.
5. TO BE RESPONSIBLE FOR WHAT I SAY AND DO: Watching the pink in the changing sky at sunset gives us a sense of peace and reminds us to responsible with our words and actions.
6. AND TO RESPECT MYSELF AND OTHERS: White is the color of clean falling snow. A Girl Scout thoughts and deeds should encompass her own beliefs and be sensitive and respectful of the beliefs of those around her.
7. RESPECT AUTHORITY: Orange represents the sunset. Even the sun must obey nature's orders as it rises and sets each day.
8. USE RESOURCES WISELY: Green is the color of nature. We must treat our ecosystem with care and be thrifty with all our natural resources.
9. MAKE THE WORLD A BETTER PLACE: The color of brown makes us think of animals and how they depend upon us for love and care. We have to protect and improve their world.
10. BE A SISTER TO EVERY SCOUT: Silver symbolizes a beautiful calm lake, as we think of our friends, the Girl Scouts around the world.