



## Instagram guidelines for members

Instagram is a great way to promote your unit and keep parents and members up to date with all the exciting things you've been doing with your girls, or plan to do. From showcasing fun pictures from a recent meeting to shouting about an important campaign you've been part of, Instagram can help you reach a new audience and subsequently encourage more people in your area to volunteer or sign their daughter up.

When you're setting up an account please remember that it should be managed carefully as you're representing Girlguiding Scotland. Please don't share any political views, any personal content or any views on sensitive topics.

### **SETTING UP AN ACCOUNT**

#### **Getting started**

- Download and launch the app - Download the Instagram App for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it
- Then tap 'Sign Up', enter your email address and tap 'Next', or tap 'Log in with Facebook' to sign up with your Facebook account
- To set up a free business profile find 'Settings' within the App, then scroll down to 'Switch to a business account'. It will then ask you for your Facebook profile and a Facebook Page to connect to - you'll need to be an administrator of the Facebook page
- When editing your profile and your 'Public business information'
  - Choose your logo as your profile picture and create a bio that reflects Girlguiding/ your unit e.g. 'Helping empower girls to reach their potential here in Bathgate!'
  - in the 'About' section which tells people how to join
  - For the website link, if you don't have a county website, [link to our website](#) so prospective volunteers can join
  - Under 'Category' select 'Charity Organisation'
  - Do not use your personal email address as the address to be contacted on, don't include your person phone number or the number (or address) of your meeting place
- Make sure you choose an email address that only you, or those in your volunteer team can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account

#### **Security**

It's really important that you set up your security settings from the outset as accounts can easily be hacked. Follow the tips here to make sure that your account is secure (more detailed information [here](#)).

Make sure your leadership team have given their consent for you to share information in your posts and that photo permission has been given too. Avoid sharing all the details about your local meeting place - only include the weekday, time and a rough location instead of tagging your exact location.



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### Picking an username

We would suggest something like:

- Girlguiding (followed by the name of your area)
- GG (followed by the name of your area)
- 1st Anytown Brownies

### Using Instagram

Instagram has many functions - it's mainly visual, it allows you to post picture updates, follow people/ organisations, like posts like yours and communicate through comments and messages. Not only can you post action-packed photos (with permission) from a recent unit meeting or day out, you can create an Instagram story (scroll down for more info on this), allowing you to share a series of images and some short videos.

### What to keep in mind when using Instagram

- It's for members aged at 13 and over, please don't promote it to girls under the age of 13
- Don't contact a young member on Instagram who's under the age of 14. Reach out to their parent or guardian instead
- If you've used any images from another website, make sure you have permission from the website owner or copyright holder. For any text, get in touch with the source
- There should be a minimum of two administrators to moderate interactions and ensure that appropriate communication takes place
- Creating your own social media code of conduct can encourage young members and adult volunteers to be respectful online
- If you're hoping to create graphics for social media please check out our brand guidelines [here](#) and visit our online print centre [here](#) for more information

### Following accounts

Follow these accounts to get you started. Some will give you a good idea of things to post:

- Girlguiding Scotland (@GirlguidingScot)
- Girlguiding (@girlguiding)
- World Association of Girl Guides and Girl Scouts (@wagggsworld)
- Members of your leadership team if they're happy for you to
- Parents of young members if they're happy for you to
- Other local charities/ organisations in your area
- Your county commissioner if they have an account and they're happy for you to
- The accounts of other Girlguiding Scotland units in major cities across Scotland including Girlguiding Edinburgh, Girlguiding Glasgow and Girlguiding Dundee etc.
- The Instagram accounts of any other counties/region/units nearby
- The Instagram accounts of your local council
- Keep up to date with opportunities for young members by following other major youth organisations in Scotland like Youthlink Scotland, Young Scot and Youth Scotland
- Local attraction popular with young people, for example an activity centre
- It's also good to follow local news outlets
- Local councillors and MSYPs in your area



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When you're deciding whether to follow an account please have a think beforehand - do they ever say anything that could damage our reputation? Do they fit with our values or discuss something relevant? If you're ever unsure then please contact the communications team on [web@girlguiding-scot.org.uk](mailto:web@girlguiding-scot.org.uk).

### Posting

Check out these tips to make sure your posts are in line with policy. Here's what to keep in mind when posting:

- To begin just tap the '+' icon at the bottom of your screen then choose a photo or video from your library - or shoot one in the app (feel free to play around with the in App filters)
- Once you're done tap 'Next' then type your caption. The Instagram character limit is 2,200 characters but we'd recommend making your posts as short and snappy as possible
- You can add up to 30 hashtags but we'd recommend no more than 5-11 hashtags (use hashtags for post optimisation)
- Remember not to advertise where you're going with your girls before you go but when there, and afterwards, feel free to tag where you've been using the correct handles and add your location (if you have permission to)
- You can tag people and place just like on Twitter. Type @ and then the first few letters of where you want to tag and it should appear in a dropdown menu
- Make sure your language is clear and easy to understand
- Don't post 'in jokes' or similar as these can make others feel excluded
- Keep the language appropriate and take care to not use any negative abbreviations or terms - like for instance FML (f\*\*\* my life) or similar
- Always double check spelling or grammar before posting
- Avoid mentioning members' full names or including other information that could reveal their identities
- No girls should be tagged even if they have their own Instagram account
- Using emojis can add some humour to your content and make it more personal but be careful picking which emoji to use
- Don't feed the trolls. This means don't rise to people who harass you or are rude - it'll only encourage them
- Here's [Instagram's privacy policy](#)

### Using photos and videos

- Taking and sharing photos, boomerangs (find out more about this app [here](#)) and short videos is a great way to show all the fun things your unit gets up to and the great work you're doing together
- Make sure everyone has photo consent and is happy to have their images shared on social media before you start posting
- When you're sharing images make sure there's nothing offensive or sensitive (such as personal details) in the background. Even if you think people won't be able to read them



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- Remember, posts including group selfies and action shots are more exciting than pictures of people sitting down or looking static. For example you could capture girls having fun on a camping trip, taking part in activities and having a great time together

### Suggested Instagram posts

Whether you're getting ready to go on a camping adventure or you're supporting an important campaign, let your followers know what your unit's getting up to so others can join in the fun of Girlguiding Scotland! Sharing pictures and quotes from the girls (if you have permission to) doing fun activities works really well. Check out [our feed](#) for more inspiration and

- Tonight we made our #PlasticPromise! From pledging to use a reusable bottle to opting to use Tupperware instead of cling film for our packed lunches, small changes can help make a big difference. What change will you make?  
#Girlguiding #Girlguidingscot #climatechange #PlanetProtectors #FutureGirl #TakeAction
- We had the most amazing time chatting to @AnnaMcNuff on her #BarefootBritain journey! She helped the girls see that it's good to step outside your comfort zone and that they really can do whatever they put their minds to.  
#Girlguiding #GirlguidingScot #inspiregirls #GirlsCan #Edinburgh #Scotland
- The girls had the best time at Netherurd taking part in action-packed activities like canoeing and archery! We explored the woodlands and even found time to earn our Forest Challenge badge during our stay. **[Insert forest and woodland-themed emojis]**  
#Girlguiding #Girlguidingscot #Netherurd #TheBorders #activities #ForestChallenge #FoundMyForest #forestryandlandscot #FCScotland #ForestryCommission

### Creating an Instagram story

Stories allow you to add images, boomerangs and short video clips to a story which is viewable for 24 hours before it vanishes (you can view story content as many times as you want in that time period). Stories appear as little circles in the top of your followers' feeds (please look at the Girlguiding Scotland Insta profile to see this). To get started:

- You need to select the 'Your story' option from the homepage and either take a picture or video to be uploaded, or upload content you've already created by selecting the picture box in the bottom left corner (you can add an unlimited amount of story additions)
- You can select the smiley face icons and the 'Aa' icon in the top left corner to add images, GIFs, emojis and text to your content
- You can add video clips up to 15 seconds long and images can be viewed for 10 seconds
- You can track the total number of views and which users have viewed your content

If you have any concerns or questions please do not hesitate to contact the Girlguiding Scotland team on:

[web@girlguiding-scot.org.uk](mailto:web@girlguiding-scot.org.uk)

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