



## Twitter Guidelines for members

We'd encourage counties and regions to set up a Twitter account as it's easier to navigate and update than a website is. It's a great way to promote your unit and keep parents and members up to date with all the exciting things you've been doing and plan to do.

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**

#### **Security**

When setting up your account 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 - only include the weekday, time and a rough location instead of 'checking in' frequently.

Please ask one member of your volunteer team to manage the account. It should not be used on multiple devices. Please make sure that person has read these instructions. If they need any more tips on how to get started they can email [web@girlguiding-scot.org.uk](mailto:web@girlguiding-scot.org.uk).

#### **Picking an account name**

We would suggest something like:

- @Girlguiding (followed by the name of your area)
- @GG (followed by the name of your area)

#### **Following accounts**

To get you started you can follow these accounts:

- Girlguiding Scotland (@GirlguidingScot)
- The Twitter handle of your county if you have one (for example @GirlguidingGlas or @GirlguidingEdin)
- Your county commissioner's Twitter handle if they have one
- Girlguiding (@Girlguiding)
- Girlguiding for members (@GirlguidingMembers)
- Scottish Chief Commissioner Moira McKenna (@ScotChiefGuide)
- World Association of Girl Guides and Girl Scouts (@wagggsworld)
- Scotland INTOPS (@ScotlandINTOPS)
- Members of your leadership team if they're happy for you to
- Parents of young members if they're happy for you to



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- Other local charities in your area
- The Twitter page of your meeting place (if they have one)
- The Twitter pages of any other counties/region/units nearby and around Scotland
- Keep up to date with opportunities for your members by following other major youth organisations like Youthlink Scotland (@YouthLinkScot), Young Scot (@YoungScot) and Youth Scotland (@YouthScotland)
- The Twitter page of your local council
- Local attractions popular with young people, for example an activity centre
- It's also good to follow local news outlets as well as councillors and MSYPs in your area

When you're deciding whether to follow/like 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 comms team on [web@girlguiding-scot.org.uk](mailto:web@girlguiding-scot.org.uk).

### TWEETING

#### How to write a great tweet

Check out these tips to make sure your tweets are in line with policy:

#### What to keep in mind when tweeting:

- There's a 280 character limit on Twitter posts so try to keep posts as short and snappy as possible
- You can tag people, pages and places on Twitter. Make sure you have permission and use the right handles
- Try to always include a photo, boomerang or video with each tweet
- Twitter has a limit as to how many tweets can be sent out an hour/day and will block your account if you go over this.
- When tweeting from an event or location make sure to use the right handles and hashtags
- Make sure your language is clear and easy to understand
- Make sure you use the correct terms (leader not guider, Girlguiding not guiding etc.)
- 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
- Using emojis can add some humour to your content and make it more personal but be careful picking which emoji to use. You can find them all on [this website](#) for use on your PC
- When it comes to retweeting other accounts try to make sure the content is relevant to girls, parents/guardians and volunteers and it should follow the same guidelines as when you're tweeting yourself
- Always remember to check any links before tweeting them
- Don't feed the trolls. This means don't rise to people who harass you or are rude - it'll only encourage them

#### How to stay safe

- Avoid mentioning members' full names or including other information that could reveal their identities. Members' full names could be visible on Twitter if you tag them
- No girls under 18 should be tagged but try to avoid this altogether even if they are of age



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- Be careful with your location: don't say something like 'We're heading to @EdinburghZoo and will be there all afternoon'. You could say 'Amazing day @Edinburgh Zoo!' once you are there as long as you keep in mind that these tweets are public
- Make your girls have photo consent and are comfortable with their pictures being shared on social media before sharing any content.
- Here's Twitter's privacy policy: <https://twitter.com/en/privacy>

### Posting - handles and hashtags

Whenever you put a post on Twitter try to tag @GirlguidingScot and your county handle e.g. @GirlguidingEdin.

**\*Top Tip\*** to help ensure your posts can be seen and your points collated please make sure to tag these accounts.

### Suggested tweets

Whether you're getting ready to go on your international adventure, you're on your way or you're already there, tweet a picture and share how excited you all are! You could mention what you're all looking forward to the most too.

- We had the most amazing time visiting @(other unit/popular attraction) today and making new friends! @GirlguidingScot #adventure
- Check out the (name of your unit) giving hoola-hopping a go in the sun! We've found our new favourite activity! @Girlguidingscot

### Using data abroad

If you're tweeting from an international trips using data abroad is largely free but there are some restrictions and other things to keep in mind:

- Calls and text still cost and may not be included in your package so be careful with both incoming and outgoing calls
- Whilst data is largely free there is a fair usage policy - each provider is different but you can find them all out [here](#). You can call your provider to ask them to ensure you're notified when you reach the limit
- Use WiFi where possible, lots of places offer free WiFi especially coffee shops and tourist attractions - if in doubt just ask!

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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