Girlguiding Scotland Social Media Guidelines

Social media can be a great way to engage with members, parents and prospective members. It can be easier to navigate and keep up to date than a website. When you are setting up an account, please remember that it should be managed carefully as you are representing Girlguiding Scotland. Please don't share any political views, any personal content or any views on sensitive topics. Keep the look of the page and your posts in line with Girlguiding's brand guidelines and tone of voice guidelines. For guidance on the brand and how to use it click here.

Before you continue, please read Girlguiding's digital safeguarding policy and the social media community guidelines.

For guidance on specific platforms see the contents table below.

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Facebook Guidance

Setting up a page

Making your page name:

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

Create a page from your phone:

- To create a Facebook page, you need to be logged into a personal account
- Tap your profile photo to open 'Menu'
- Tap 'Pages'
- At the top left, tap 'Create'
- Enter your page name and click next
- Select non-profit as the category
- Tap 'Create'
- Finish setting up your page by adding a bio and contact information. The bio can say something like 'We are Girlguiding (name of your area), we have around XX members and we're focused on giving girls a safe space where they can be themselves, learn new skills and make new friends!'
- Customise your page by adding a profile picture, we'd recommend using your Girlguiding logo, and a cover photo
- Turn on page notifications on your profile
- Tap 'Done'
- You might be asked to link your new page up to your personal phone number and WhatsApp but just ignore this request

Creating a page on the computer:

- To create a Facebook page, you need to be logged into a personal account
- On the left-hand side, click 'Pages'
- Below your Pages and profiles, click 'Create new Page'
- Enter your page name

- Set the category to non-profit
- Click 'Create Page'
- Customise your page by adding a bio, we recommend writing something like 'We are Girlguiding (name of your area), we have around XX members and we're focused on giving girls a safe space where they can be themselves, learn new skills and make new friends!' and a profile picture and cover photo

See more guidance on setting up a page from Facebook [here](#).

Security

It's really important that you set up your security settings from the beginning as accounts can be easily hacked. Follow the tips linked [here](#) to make sure your account and page is secure and see more on Facebook's security features [here](#).

Using Facebook

Facebook has many functions – it allows you to post updates, share links, like pages and have others like yours and communicate through comments and messages. You could use it to invite people to recruitment events, post action-packed photos (with permission) from a recent unit meeting, special event or day out, or circulate recruitment materials that your followers can also share.

What to keep in mind when using Facebook:

- It's for members aged 13 and over, so please don't promote it to girls under the age of 13.
- Don't contact a young member on Facebook 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.
- Remember that you don't have to be 'friends' on Facebook to invite someone to join a group.

- When accepting young members into a group, make sure that the content of the group is appropriate and relevant for their age.
- 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. It must be in line with [Girlguiding's social media community guidelines.](#)
- If you're hoping to create graphics for social media, please check out our brand guidelines [here](#) and visit our [online design centre](#) for more information.
- Include a link to the [Girlguiding Scotland website in the 'About'](#) section which tells people how to join.

Following accounts:

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

- Girlguiding Scotland (@GirlguidingScot)
- Girlguiding (@GirlguidingUK)
- 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 with their consent
- Other local charities in your area
- The Facebook page of your meeting place (if they have one)
- Your county commissioner if they're happy for you to
- The Facebook pages of other Girlguiding Scotland units in major cities across Scotland including Girlguiding Edinburgh, Girlguiding Glasgow and Girlguiding Dundee for example
- The Facebook pages of any other counties/region/units nearby
- The Facebook page 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
- Follow volunteer organisations such as Volunteer Scotland and their more local pages eg Volunteer Edinburgh
- Local attraction popular with young people, for example an activity centre
- It's also good to follow local news outlets as well as local 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.

Posting

Keep these tips in mind when posting:

- There's a 63,206-character maximum on Facebook posts but try to keep posts as short and snappy as possible.
- You can tag people, pages and places on Facebook. Make sure you have permission and use the right handles.
- 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.
- When it comes to sharing posts from other accounts try and make sure it's relevant to girls, parent/guardians and volunteers and it should follow the same guidelines as when you're posting yourself. Always remember to check any links before posting them.
- 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 Facebook account.
- Be careful with your location if you want to 'Check-in' somewhere and don't say something like 'We're heading to Edinburgh Zoo and will be there all afternoon'. You could say something like this instead 'Amazing day at Edinburgh Zoo!' and check-in once you're there as long as you keep in mind that these posts are public.
- 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.
- Don't feed the trolls. This means don't rise to people who harass you or are rude – it'll only encourage them.
- Whenever you put a post on Facebook you can tag people and place just like on X (formally Twitter).

- Type @ and then the first few letters of where you want to tag and check dropdown menu.
- Here's [Facebook's privacy policy](#).

Using photos and videos:

- Taking and sharing photos, quotes and videos or Reels is a great way to show all the fun things your unit gets up to and the great work you're doing together.
- Young people need to have given photo consent before you share photos of them so getting photo permissions is essential before you start posting. Girls shouldn't be tagged in photos.
- If you are unable to get permission and need to take a picture, try and get pictures where you can't see members' face eg from behind, from a distance. Still let people know they'll be shared and reassure them no faces will be visible (if you do come across this issue, please talk to the comms team first if you can).
- Try to use a picture or appropriate GIF when you're posting. Pictures make your posts stand out more and so they will reach more people.
- When you're sharing an image make sure that there is nothing offensive or sensitive (such as personal details) in the background. Even if you think that people can't read them.
- When sharing a GIF make sure that the content is appropriate. If it's from a TV programme, is that programme and actor appropriate?
- Remember, posts with pictures or videos get more attention and 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 etc.

Suggested Facebook posts:

Whether you're getting ready to go on a camping adventure or having a theme night, let your followers know what your unit is 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.

- We had the most amazing time visiting @(name of venue/event) today in and making new friends! We'll be back soon!

- Tonight the girls gave hoola-hooping a go and had the best time! Next week we're going to try making some (insert craft activity) so stay tuned!
- Look at this beautiful view! We had an amazing time camping at @(name of venue/place) and doing lots of fun new activities like _ _ _ _ _ _. See you next time!
- We're so proud of our new members for making their Promise tonight! Here's to many more great unit meetings together.
- Check out how much we raised today at our bag packing event this evening! Well done to everyone who took parts and thanks so much for all the donations!
- We're working towards our @KSBeautiful badge tonight so the girls are having a blast doing their bit and helping clean up our local area! Check out how we got on…

Setting up a Facebook group

We know that units and other local groups may want to create Facebook groups. These groups are easy to set up and you do not have to be friends with someone to invite them so you can reach more people. However, when setting up your group, make sure that you:

- You set your group is 'closed'. If a group is 'open', there's no guarantee that all members will be genuine members of Girlguiding Scotland.
- Create a private or 'secret' group so that no one can see who belongs to your group unless they're a member.
- Adjust your privacy settings to moderate who can become a member of your group and only invite/accept people who you know. Find out more [here](#).
- Ensure content of the group is appropriate and relevant for the age of its members.
- Have a minimum of two administrators to moderate interactions and flag any concerns.
- Ask your group to follow an online or social networking code of conduct. You can create this yourself and encourage volunteers be respectful online.
- Please note that none of the groups currently on Facebook have been set up or endorsed by Girlguiding Scotland so no guarantee they'll contain genuine Girlguiding members.

Instagram Guidance

Instagram is a great way to promote your unit and keep a 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.

Setting up an account

<u>Getting Started</u>

- 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.
- Tap 'Sign Up', then 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 know how to 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
- If you sign up with email, 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.

<u>Security</u>

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 tagging your exact location.

<u>Picking a username</u>

We would suggest something like:

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

Using Instagram

Instagram has many functions – it's mainly visual, it allows you to post updates, follow people and 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 design 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

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 Marcom team on 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
  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 come up 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 (find out more about this app here) and short videos (Reels) is a great way to show all the fun things your unit gets up to and the great work you're doing together.
- Young people need to have given photo consent before you share photos of them so getting photo permissions is essential 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.
- 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 having 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.

- Tonight, we made our #PlasticPromise! From pledging to use a reusable bottle to opting to use Tupperware instead of cling film for lunch, 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 their comfort zones 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.
  #Girlguiding #Girlguidingscot #Netherurd #TheBorders #activities #ForestChallenge #FoundMyForest #forestryandlandscot #FCScotland #ForestryCommission

Creating an Instagram story

Whether you're getting ready to go on a camping adventure or 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. [Find out more from Instagram here.](#)

- You need to select the 'Your story' option from the top of 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 an image, GIFs, emojis, links, question boxes 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.

X (Twitter) Guidelines

We'd encourage counties and regions to set up an X (formally 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.

Setting up your 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.

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 X handle of your county if you have one (for example @GirlguidingGlas or@GirlguidingEdin)
- Your county commissioner's X handle if they have one
- Girlguiding (@Girlguiding)
- Girlguiding for members (@GirlguidingMembers)
- Scottish Chief Commissioner (@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
- Other local charities in your area
- The page of your meeting place (if they have one)
- The 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 X 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.

Posting on X

How to write a great post:
Check out these tips to make sure your tweets are in line with policy:

What to keep in mind when posting:

- There's a 280-character limit on X posts so try to keep posts as short and snappy as possible.

- You can tag people, pages and places on X. Make sure you have permission and use the right handles.
- Try to always include a photo, boomerang or video with each X post
- X has a limit as to how many posts can be sent out an hour/day and will block your account if you go over this.
- When creating a post 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 sharing 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 posting yourself,
- Always remember to check any links before posting 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 X if you tag them.
- No girls under 18 should be tagged but try to avoid this altogether even if they are of age.
- 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 posts are public.
- Make sure your girls have photo consent and are comfortable with their pictures being shared on social media before sharing any content.
- Here's X's privacy policy

Posting – handles and hashtags:
Whenever you put a post on X 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 posts:
Whether you're getting ready to go on your international adventure, you're on your way or you're already there, post 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.

Help and advice

GDPR Compliance

Make sure that your leadership team have given their consent for you to share information and that everything you post is compliant with GDPR, for example photo permissions and names of members. Try to avoid sharing lots of details of meetings like the location, dates and times. Avoid 'checking-in' on Facebook with your location as this could lead to a safeguarding issue. It is best to share posts from meetings or events after they have taken place and you are no longer at the location.

For GDPR purposes please be thorough and make sure you are complying with photo permissions either from GO or event specific consent forms. Store any identifiable photos of members in a secure place and make sure you delete them from devices within 14 days after they have been used for the purpose they were taken.

Read our GDPR and photo guidelines here and get more information on photos and videos from Girlguiding here.