

GSDSW Service Unit

Social Media Guidelines

Social media helps us celebrate Girl Scouting, connect with families, and share resources. At Girl Scouts of the Desert Southwest (GSDSW), our top priorities are girl safety, privacy, and protecting the integrity of the Girl Scout brand. These guidelines apply to all Service Unit social media accounts and activities.

1. Privacy & Safety

- **Protect girls' identities:** Never post last names, home addresses, phone numbers, or detailed meeting locations.
 - **Photo permissions:** Post photos only if the girl's caregiver has given written consent. Troop Leaders can confirm permissions in the Volunteer Toolkit.
 - **Location safety:** Turn off geo-tagging and avoid sharing live locations.
 - **Careful communication:** If conflicts or concerns arise, address them directly with the person involved or Council—not on social media.
-

2. Facebook Guidelines

- Service Unit or Service Unit Team Groups must be set to **Closed**.
 - The **GSDSW Chief Development and Engagement Officer or their designee must be an administrator**.
 - Membership approval is limited to:
 - Service Unit Troop Leaders
 - Volunteers
 - Caregivers of girls in the Service Unit
 - GSDSW staff
 - Flyers, events, or materials shared online must follow **GS branding** and be pre-approved by Council (submit to info@gsdsw.org at least 3 weeks in advance).
 - Do not create accounts that appear to be official GSDSW accounts (e.g., "GSDSW Hiking Group").
-

3. Instagram Guidelines

- Accounts must be set to **Private**.
 - The account username and password must be provided to info@gsdsw.org.
 - Approve only Service Unit Troop Leaders, Volunteers, Caregivers, and GSDSW staff.
 - Accept **@gsdswofficial** as a follower.
-

4. Posting Expectations

- **Think before you post:** social media is permanent, even if deleted.
 - **Be positive:** Share stories, events, and resources that celebrate Girl Scouting.
 - **Respectful tone:** Honor the Girl Scout Promise and Law in all interactions.
 - **Correct terminology:** Always use “Girl Scouts” or “Girl Scouts of the Desert Southwest,” not “Scouts” alone.
 - **No commercial activity:** Do not use Girl Scout platforms to advertise or sell non-Girl Scout products.
-

5. Sensitive Issues & Media Requests

- Do not post or engage in controversial topics such as politics, Planned Parenthood, palm oil, or COVID-19 debates.
 - If contacted by the media, **do not respond directly**. Instead, notify Council at info@gsdsw.org or 559-284-3795 (emergency line).
 - Any media opportunity involving girls must be pre-approved by GSDSW leadership.
-

6. Respecting Copyright & Branding

- Do not use copyrighted text, images, music, or logos without permission.
 - Girl Scout trademarks (trefoil, badges, pins, etc.) must follow GSUSA brand guidelines.
 - Contact info@gsdsw.org for approval before using the Girl Scout logo.
 - All Facebook administrators must complete **Brand Ambassador 101 for Volunteers** in gsLearn.
-

7. Council’s Official Channels



Stay connected with official GSDSW platforms:

- **Facebook:** Girl Scouts of the Desert Southwest
 - **Instagram:** @GSDSWOfficial
 - **Twitter:** @GSDSWGIRLS
 - **Volunteer Facebook Group:** GSDSW Volunteers (closed, verified membership required)
-

8. Enforcement

Violations of these guidelines may result in removal of posts, removal from groups, or loss of admin privileges. Serious or repeated violations may lead to corrective action, up to and including removal from the Girl Scout Organization.

Questions or Support

 info@gsdsw.org |  559-284-3795 (Council emergency phone)

Together, we can use social media to **celebrate girls, strengthen our community, and protect the Girl Scout Movement.**