

## Social Media Guidelines

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Social media provides a great way for staff and volunteers to share information and advocate on behalf of Girl Scouts Western Oklahoma. Your cooperation with the following social media guidelines will help ensure that we can maintain a positive image of GSWESTOK while providing a valuable service to current and future Girl Scout stakeholders.

While other social media applications may be used in the future, Facebook, Instagram, YouTube and Twitter are now serving as our official social media platforms for the council.

### Guidelines:

Following are the guidelines for social media at Girl Scouts Western Oklahoma\*. We expect all who participate in social media **on behalf** of GSWESTOK (or **in relation to** GSWESTOK) to understand and follow these guidelines. Failure to do so could warrant disciplinary action. These guidelines will continually evolve as new technologies and social networking tools emerge.

1. **Be honest and fair:** Be transparent about your role as a Girl Scouts Western Oklahoma representative (i.e. staff, board member, volunteer, etc.) when communicating Girl Scout related issues online.

There will be times when a negative complaint/concern is shared on social media, and that is (usually) ok. By engaging in social media we can be there to dispel uninformed comments or to help manage a complaint by providing information. This is also an opportunity to provide immediate service to our members, taking action to correct and support. (If the content is offensive or completely out of context we will exercise the right to delete the content and possibly block the user.)

2. **Be friendly and helpful, considerate and caring:** Treat others as you want to be treated, do not use the internet to attack or abuse colleagues, parents, girls or volunteers.
3. **Be courageous and strong:** Careful monitoring of social media is important in maintaining a positive image of Girl Scouts Western Oklahoma. If you see posts/comments/behavior that you are concerned about, please notify the Communications Specialist or the Director of Marketing and Communications. Don't be afraid to speak up or ask questions.
4. **Be responsible for what you say and do:** Remember that what you post online will be around for a long time, and nothing is really "private" anymore. Use discretion and if you have questions about whether or not you should post something, ask the Director of Marketing and Communications. Understand that if you have a Facebook page or are using another platform of social media, and you are a part of Girl Scouts Western Oklahoma, ***your information will be seen as both individual and as representing the organization.*** While we can't and won't

dictate what you post, we will be concerned and will share our concerns with you if information you post is detrimental to your role as a representative of GSWESTOK. Be mindful of how you represent this organization at all times.

5. **Respect yourself and others:** Respect other people's privacy and your own personal boundaries by using discretion when choosing to accept or invite a fellow staff person or volunteer as your Facebook "friend." Don't feel obligated to open your personal life up to those with whom you have professional relationship. There are many options to keep your professional, public and private profiles separate online. Please see the Communications Specialist if you have any questions or would like some suggestions on how to do this.
6. **Respect authority:** The CEO and/or Director of Marketing and Communications reserves the right to block/delete any postings, administrators, etc. or restrict access to social media sites. Also, if contacted by a member of the media through social media and asked to comment on an issue, IMMEDIATELY refer them to the Mar/Comm Department. (PR/Communications Specialist or Director)
7. **Use resources wisely:** Your time is a valuable resource, and social media activities should not interfere with your work commitments. Please be mindful about using social media applications for personal use during work hours (refer to the IT usage policies).
8. **Make the world a better place and be a sister to every Girl Scout:** This holds true regardless of how you're communicating (telephone, e-mail, in person, etc.).
9. **Be mindful of how you look and act by living the Girl Scout Promise and Law:** Your online presence can reflect positively or negatively on Girl Scouts Western Oklahoma. Be wary of your actions captured via images, posts or comments. It is always recommended to set your profile to "private" (only your "friends" can see it) especially if you have Girl Scouts Western Oklahoma listed as your employer or as your volunteer role you are communicating in an official capacity. Please remember that your profile picture is open to the public, so use discretion when choosing how the world sees you.
10. **Deliver effective and deliberate communication to internal and external customers.** Respond to questions and concerns in a timely manner. Be a valuable resource for information. If you are not the best person to answer a question, please help connect them with the correct contact in a timely manner.

When posting on social media ask yourself three questions:

*Does this need to be said?*

*Does this need to be said by me?*

*Does this need to be said by me right now?*

## **Employee and Volunteer Policy around GSWEST associated Facebook profiles, groups and pages.**

If you have a separate Facebook account or any other internet real estate (blogs, websites) that is associated specifically with Girl Scouts Western Oklahoma wherein you are presenting yourself as an official member or representative of the brand and the organization, **the Director of Mar/Comm and or Communications Specialist will require access to the account.** These accounts will fall under the same oversight policy and guidelines as any official GSWESTOK social media account.

Personal online posts should be consistent with our mission. Before you post consider how it will reflect the organization. Content that does not align with our brand or our mission will be flagged for removal.

## **Photos and Facebook**

The membership application for GSWESTOK includes a photo release.

As a volunteer, please make sure that you and your team are aware of any girls in your troop or group that have opted out.

Always ask permission before taking photos of girls.

The PR/Communications Specialist will post any photos of girls on the GSWESTOK appropriate social media platforms.