

Thanks for being part of Girl Scouts–Arizona Cactus-Pine Council’s (GSACPC) social media community! Our social media platforms are designed for our entire Girl Scouting community to connect and use as a resource. Our community includes Girl Scout members, volunteers, partners, supporters, staff, and the general public looking to connect with GSACPC. Therefore, we have created these guidelines to ensure our community has a safe, on-brand, and enjoyable experience.

GSACPC takes responsibility for all Council-owned and managed accounts. This does not include accounts or groups created or managed by members, troops, or volunteers. GSACPC does not sponsor member or troop-led groups or accounts and only manages brand accounts intended for the larger majority of our membership. Council also does not permit creating accounts that appear to be managed or created by Council, for example “GSACPC Hiking Group.”

We ask that all members of our community actively engaging on social media review, comply, and refer to this document. We encourage members, troops, and groups with social media accounts to follow and tag @GSACPC in content – we will share it on the Council brand pages if it’s in line with our social media guidelines. If you’re just getting started with social media in general, we recommend you check out our [Social Media How-To resource](#).

## General Social Media Best Practices

- » Think twice before hitting publish. What you say on the internet is permanent, even if you delete it. Make sure that you will not regret what you post.
- » Do not share your personal contact information including full name, address, contact info, troop details, etc. (or anyone’s personal information, including girl and volunteer members)
- » Be nice. People tend to be on the bold side when they are hiding behind a screen, please don’t join them.
- » Be aware of spammers. It’s no longer obvious when you are being contacted by a spammer, so be aware of whether your conversations are taking a turn. Always report them if you think they have ill-intentions.
- » Be respectful of others. Sometimes our opinions are not that same, and that’s ok! Just be respectful about being on the opposing side.
- » All social media channels are monitored on a daily basis. Posts/comments that do not abide by the rules/guidelines are subject to removal and/or could lead to being blocked from our pages.

## GSACPC Social Media Platforms

- » **Facebook** – Be sure to like and follow our [GSACPC Council Facebook Page \(Girl Scouts–Arizona Cactus-Pine Council, Inc\)](#).
  - *To follow us on Facebook, go to the GSACPC page and click the “follow” button underneath our cover photo. This will open a dropdown where you will then click “see first,” which will show you all our newest posts in your feed. You will also be given an option to “turn on notifications,” please choose that option so that you are alerted of each latest post.*
  - *Facebook is where most of our members are active. We share every part of Girl Scouting here. GSACPC also owns multiple private member groups and individual camp pages for each of our properties. Adult members will be invited to each of the private groups they qualify for. Learn more below.*

- » **Instagram** – Follow our [GSACPC \(@GSACPC\) Instagram page](#). Instagram is a visual platform used to inspire, confirm relevance, and showcase girls and Girl Scout Troops. We share every part of Girl Scouting here.
- » **LinkedIn** – Follow our [GSACPC \(@Girl Scouts–Arizona Cactus-Pine Council\) LinkedIn page](#). LinkedIn is a great place to connect with Girl Scout alum, read articles on the in-depth statistics about Girl Scouting, and become a part of the [Girl Scout Network!](#)
- » **Twitter** – Follow the [GSACPC Twitter Page \(@GSACPC\)](#). Twitter is used to share news, network with partners/media and showcase what Girl Scouts and Girl Scout Troops are doing.
- » **Pinterest** – Follow our [GSACPC \(@Girl Scouts–Arizona Cactus-Pine Council\) Pinterest page](#). Pinterest is used to foster creativity, ideas, and information about Girl Scouts. We have tons of great ideas and resources here.

## Be Featured on Social Media

We love sharing girls, troop, volunteer and alum content! If you would like us to share stories/news on GSACPC's social media accounts, please send the following to our submission box at [girlscoutsaz.org/stories](mailto:stories@girlscoutsaz.org) or email it to [stories@girlscoutsaz.org](mailto:stories@girlscoutsaz.org). In addition, you can tag us using the handle @GSACPC and by using the #GSACPC hashtag.

- Clear pictures (with consent if girls are present)
- First names and troop numbers of girls in photos
- Description of event or activity
- Date it took place
- Promotional sponsors/community partners, if any

## Facebook Pages

In addition to the main GSACPC public-facing Facebook page, GSACPC owns four Facebook pages for each of our camp properties. These pages are intended for our members and summer camp participants and families to get announcements from each camp, communicate with other campers, and talk about Girl Scout events and experiences. These pages are managed by the camp directors and are held to strict guidelines. The GSACPC guidelines outlined in these guidelines apply.

- » [Parsons Leadership Center at Camp South Mountain](#)
- » [Willow Springs Program Center](#)
- » [Shadow Rim Ranch](#)
- » [Camp Maripai](#)

## Facebook Groups

Along with the Council's public Facebook brand page, we also manage five closed Facebook groups to foster specific communities. These groups are intended for its members to exchange ideas, collaborate, and talk about Girl Scout events and experiences. Because these groups are intended for specific members, not everyone can be in them. When people request access to the closed groups their membership will be verified through Salesforce, our member data system. If for any reason they do not meet the requirements of the group, they will be removed or denied access.

- » [GSACPC Leaders](#) – This group is for leaders and co-leaders only and is intended to be a space for everyone to share meeting ideas, troop stories, and service projects or to ask for suggestions from other Troop Leaders! *On occasion, Cookie Managers are accepted into this group during cookie season.*
- » [GSACPC New Leaders](#) – NEW leaders who are seeking a community of other new leaders to lean on and ask questions. You are only eligible to be in this group for your first 18 months as a Troop Leader.

- » [GSACPC Service Teams](#) – Join Service Team Volunteers and share ideas and best practices!
- » [GSACPC Independent Girl Members \(IGM\)](#) – This group is for IGM parents and leaders to stay up-to-date on programs, connect with and get ideas from other IGMs and share stories!
- » [Authentic Leadership Community](#) – This is a private group is for adult volunteers who are also members of the Authentic Leadership Community. This group is managed by GSACPC Volunteer Services staff and lead members of the community.

All GSACPC groups and pages are held to strict guidelines. We recommend that you read the rules and guidelines (listed below) posted within each group before engaging to avoid posts being removed and access to the group denied. We also do a “spring cleaning” in these groups, so if you are no longer a Troop Leader or have an alias Facebook name, you may be removed without direct notice. If you are removed and feel that you should be in the group, please simply request to join the group again, we will re-verify to let you back in.

## Facebook Group Pages Rules

- » No personal attacks or offensive language. We reserve the right to remove offensive posts, comments and members without warning. Conduct conflicting with the Girl Scout Promise and Law can result in removal or blocking from GSACPC online.
- » No commercial promotion. No advertising you or another business/organization that is not an official council program partner.
- » No selling/reselling of merchandise. Posting Official Girl Scout merchandise (clothing, accessories, etc) for resale is not allowed, however you can trade with other Leaders. No posting/selling other merchandise for personal or troop gain.
- » Posted fliers must [comply to GS Branding](#). Events, activities, projects or other communications that will be shared externally (handed out and advertised in public and posted online) must include the Girl Scout logo, which requires a one-time use approval, per our [Logo Usage Agreement](#).
- » No event promotions. Events can only be promoted in this group if they are approved money earning activities or hosted by a Service Unit.
- » Posts must follow group guidelines. We reserve the right to remove members, comments, and posts with or without warning that do not follow group guidelines.
- » Complaints and Concerns Policy. Contact the person directly- do not post on social media to report rule breaking. If you see a confrontation building online, take it offline or encourage those involved to do so.

Feel free to use these GSACPC staff contacts to report Council issues directly or for mediation support:

- » Facebook Leaders Group Admins/Moderators: [FBLG@girlscoutsaz.org](mailto:FBLG@girlscoutsaz.org)
- » By phone 602.452.7030 / By text 844-317-9041 / [reghelp@girlscoutsaz.org](mailto:reghelp@girlscoutsaz.org)
- » Shannon McDonald, Conflict and Mediation team: 602.452.7083 / [shannonmcdonald@girlscoutsaz.org](mailto:shannonmcdonald@girlscoutsaz.org)

## Facebook Community Pages

GSACPC is aware that Facebook fan pages and groups, as well as other social media platform profiles, blogs and websites, already exist at the troop and neighborhood or Service Unit level. When setting up such a platform for Girl Scout use, please make sure the settings are set to private for any profiles/groups where personal information (including full names, contact info, meeting locations, etc.) is being shared and communicated among members and volunteers – this should not be shared in public settings.

Promoting Girl Scout life and activities on public-facing personal and group profiles is OK as long as the guidelines in this document are followed. GSACPC does not claim responsibility for any groups outside of the official Council page, GSACPC Leaders group, GSACPC New Leaders group, GSACPC Service Team group, GSACPC IGM, GSACPC Authentic Leadership Community group, and the four camp property pages: The Parsons Leadership Center at Camp South Mountain, Camp Willow Springs, Camp Shadow Rim Ranch, and Camp Maripai.

GSACPC does not sponsor member or troop led groups or accounts and only manages accounts intended for the larger majority of our membership. Council also does not permit creating accounts that appear to be managed or created by Council, for example “GSACPC Hiking Group.” For groups supported by GSACPC who wish to have a public account, please contact the Marcom team for collaboration.

## Dealing With Sensitive Issues And The Press Via Social Media

It is increasingly common for the media to approach people online. If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please do not respond to the media. Instead, contact the Council Communication Team immediately at [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org), 602.430.8852 or 602.531.5935 (Council emergency phone). As a member of Girl Scouts, you are a representative of the organization. What you say and do affects the whole organization. Use discretion, and if you ever have a question, please reach out!

We know you’re often at the forefront of your communities when it comes to questions about Girl Scouts. While we ask that these questions get directed to our Marcom team when appropriate and available, we want to ensure you have the most updated information and support should you need to field and discuss difficult or sensitive questions.

Sensitive issues refer to a range of topics. They can be incorrect rumors about Girl Scouts and tend to resurface during the cookie season when we’re most visible to the public. Some past/current sensitive topics that have been brought to our attention: Planned Parenthood, COVID-19 guidelines and safety practices, questions about politics, and concerns about the palm oil industry and Girl Scout Cookies. These are not the topics we want to focus on during cookie season as it takes away from the girls and the important program pieces promoting positive learning. However, it is essential our volunteers and parents know the facts and are informed to avoid feeling caught off guard if a misinformed community member approaches them.

We encourage all volunteers and adults to review and reference:

- » For the Record webpage ([girlscoutsaz.org/fortherecord](https://girlscoutsaz.org/fortherecord))– Houses all the FAQ’s on social issues and program and product concerns
- » Know the Facts flier ([bit.ly/ktf-flier](https://bit.ly/ktf-flier)) – A summary of For the Record intended to be a handy reference for parents and volunteers
- » Boothing Readiness, What If? Scenarios flier ([bit.ly/what-if-flier](https://bit.ly/what-if-flier)) – Another reference for parents and volunteers with tips for navigating complex customer interactions
- » Navigating Questions About Palm Oil in Girl Scout Cookies flier ([bit.ly/nav-palm-oil-flier](https://bit.ly/nav-palm-oil-flier)) – For Girl Scout volunteers to use while discussing this topic with families, older girls, and customers
- » General Cookie Program focused FAQs for Volunteers ([girlscoutsaz.org/cookie-volunteers](https://girlscoutsaz.org/cookie-volunteers))

Even after reviewing this information, we strongly recommend that trained volunteers only take on questions they feel comfortable answering. Otherwise, route inquirers to our For the Record webpage and advise they reach out to our [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org) for further information.

# GSACPC Guidelines

Know that what you put on social media is permanent, whether you delete it or not. Deleted and old posts on the internet, can be tracked down. Please think twice about what you are sharing with the world. You don't need a poorly chosen Tweet to create havoc for your life, your troop, the Council, or the Girl Scout Movement as a whole. If you have an issue or conflict with another Girl Scout or Council Staff, we kindly ask that you honor the Girl Scout promise and law by addressing the party directly and not through social media.

- » Guidelines must be adhered when representing Girl Scouts, whether from a personal social media profile, or one that you set up specifically for a troop or group. Only registered Girl Scout members can represent Girl Scouts, online or otherwise.
- » We always recommend using privacy settings on any social media account so that profiles are not open to general public or searchable on the web.
- » Privacy-enabled sites/FB groups are the only approved forum for within-troop/group sharing & communication of personal information, meeting locations, planning details, etc. – that info shouldn't be on a public social media profile.
- » Do not use the last names of minors on social media.
- » Never give out sensitive or personal information, such as home address or personal phone numbers.
- » Avoid listing exactly when and where your troop meets – unless it's a private group or password protected.
- » Be sure to have parental permission if you are posting photos of girls, do not post a picture of them unless you have written consent. Most girls have opted into photo/visual permissions related to Girl Scout activities as part of membership registration. However, it is the responsibility of supervising adults in each troop or neighborhood to be aware of girls who have opted out of such photo permissions.
- » Before posting your location, consider if doing so could put you, your family or girls at risk. Most social media sites allow you to turn off the geo-location feature or keep your posts private.
  - [Edit your Facebook privacy settings](#)
  - [Edit your Twitter privacy settings](#)
  - [Edit your Instagram privacy settings](#)
- » When posting, have a purpose and add value. Say something informative or offer tips to others.
- » Do not use “Scouts” alone when publicly referring to/promoting Girl Scouting – ensure all references to the organization and program use our differentiator, *Girl Scouts* (or our full Council name).
- » Speak for yourself – your opinions may not always be the same as the Council's, and that's fine. Just make sure your presence on social media is in the first person – lots of “I,” and not so much “we.” If you are going to post something that could be considered political, please note in your post that those are your opinions, not the Girl Scouts.
  - Ex: “Personally, I think that global warming is a hoax. But that is my opinion.”
  - Ex: “Why can't Girl Scout Cookies be sold year-round?! I'm upset! -opinions are my own”
- » When acting as a Girl Scout representative of any kind, you may not engage in certain electoral activities. Please review our [Electioneering Practices](#) for the full list of prohibited activities.
- » Be thoughtful and respectful of other people and their opinions. Do not be mean or rude, call people names or use foul language. **Everyone is entitled to their own opinions and to make their own choices, and though we don't expect everyone to agree, we will not tolerate any public shaming or harmful language against our Girl Scout family.** We reserve the right to remove offensive posts. Conduct conflicting with the Girl Scout Promise and Law could result in being removed from a group or blocked from GSACPC online.

- If you have a complaint or concerns with the Council or another person, we ask that you first communicate it directly – do not post on social media to report rule-breaking. Start on common ground, address the situation, attempt to resolve it, and report the communication and outcome to Council or request mediation support.
  - By phone 602.452.7030 / By text 844-317-9041 / [reghelp@girlscoutsaz.org](mailto:reghelp@girlscoutsaz.org)
  - Shannon McDonald, Conflict and Mediation team: 602.452.7083 / [shannonmcdonald@girlscoutsaz.org](mailto:shannonmcdonald@girlscoutsaz.org)
- » Respect copyright and fair use – don't use other people's content without asking and giving them credit (and do not use content if there is an explicit request not to). In some cases, it is illegal.
  - **This includes using Girl Scout symbols and logos. It is unlawful to copy them from other websites and use them.**
  - Obtain permission to use the Girl Scout logo by reviewing our brand and logo guidelines and contacting [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org).
- » Product program online marketing rules and policies need to be followed by product program participants, and are updated each year. Be sure to review and abide by the latest policies in the current manual found at [girlscoutsaz.org/cookie-volunteers](http://girlscoutsaz.org/cookie-volunteers).

**If you have any questions or concerns, please contact [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org).**