

Social Media Guidelines for Guiders

Why Use Social Media?

Social media is a great place for you to share photos, videos and memories with your girls, parents and the community. Your posts are a fun and interesting way to easily interact with followers; they can like the post, ask questions about the activity or comment what they think about it. When posts are uploaded, a wonderful timeline of your unit activities are created. Social media can also be used as a learning opportunity since you can look back on previous activities to see what worked and what could be improved.

Sharing Considerations

When you are sharing photos, audio recordings or videos of girls, be sure to consider the Image Release (IR.1) form as well as GGC branding.

Image Release (IR.1) Form

While the IR.1 form is signed for GGC's marketing purposes, parents or guardians of the girl may not want her to be in photos/videos/audio recordings that are shared on unofficial GGC accounts such as personal accounts regardless of profile settings being private or public. Even with a signed IR.1 form, it is best to ask the parent/guardian for written consent (an e-mail will do).

GGC Branding

Keep in mind that when you're posting on social media and sharing your Guiding moments, you are a Guiding ambassador. Ensure the content you're sharing is in line with GGC's values. Use language that people who aren't involved in Guiding will understand. This makes the post more welcoming and may even pique their interest enough to ask questions and join Girl Guides!

Can I Share?

Here's a checklist to help you quickly determine whether or not your photo/video/audio clip and caption is ready to share:

- Do girls in the video/photo/audio recording have their IR.1 form signed?
- Have parents/guardians given consent for their daughter(s) to be in the post?
- Are girls okay with the post being shared?
- Does the caption and photo/video/audio clip represent GGC's values?
- Check your caption: does it include anything that could affect girl's privacy?
 - Never have girls' full names in your posts
 - If your profile or caption includes your unit name, do not include any of the girls' names
- Tag Girl Guides of Canada @girlguidesofcanada on Instagram and @girlguidesofcan on Twitter
- Share your photo directly on our Facebook page: Girl Guides of Canada
- Use hashtags #girlguidesofcanada, #abetterworldbygirls, #everythingshewantstobe, #GirlGuideCookies, #GirlsFirst when applicable

