

Girl Scouts of Central Texas Social Media Policy for Girls and Adult Volunteers

GSCTX recognizes the Internet provides unique opportunities to participate in interactive discussions and share information using a wide variety of social media. However, use of social media also presents certain risks and carries with it certain responsibilities. We want our organization to share and learn from others in order to build a valuable online community. To assist volunteers in making responsible decisions about their use of social media, we have established these guidelines to help volunteers make respectful and appropriate use of social media. Ultimately, volunteers are personally responsible for what they post online.

Volunteers are personally responsible for what they post online including communications submitted by girls and adult volunteers. Disclosure of confidential material, posting disparaging material or other misuse of social media will be subject to discipline, up to and including dismissal from their volunteer position.

GSCTX guidelines are as follows:

- In the rapidly expanding world of electronic communication, *social media* can mean many things. For purposes of this policy, *social media* includes all means of communicating or posting information or content of any sort on the Internet, including your own or someone else's web logs, blogs, journal or diary, photo and video sharing websites, personal websites, wikis, chat rooms, social networking or affinity websites, and web bulletin boards, whether or not associated or affiliated with GSCTX, as well as any other form of electronic communication.
- Girls and volunteers use of the web and any electronic forums online shall be used to communicate events, programs, success stories and other Girl Scout purposes. As with all other communications, members shall conduct themselves in a professional manner when using such forums.
- Always be fair and courteous when speaking about GSCTX, its employees, volunteers, vendors and members, whether by name or implication.
- Avoid posting statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, discriminatory or intimidating; that disparages employees, members, or volunteers; or that might constitute harassment or bullying. Examples of inappropriate postings include, but are not limited to, offensive posts meant to intentionally harm someone's reputation; posts that could contribute to a hostile work environment on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, or genetic information as protected by law or council policy; and threats of violence or similar inappropriate or unlawful conduct.
- Maintain the confidentiality of GSCTX private or confidential information. Examples of such information include internal reports, membership information, financial results, or other internal business-related confidential communications.
- GSCTX volunteers should not create social media pages or links representing or giving the implication of representing GSCTX unless they receive prior written approval.
- Misappropriating the Girl Scout brand and committing any other acts in violation of any local, state, or federal law is prohibited.

Volunteers should be cautioned that they retain no expectation of privacy with regard to use of social media.