

Girl Scouts of Central Texas

Social Media Policy for Girl Scouts and Adult Volunteers

This document reflects current social media guidelines as determined by the Girl Scouts of Central Texas (GSCTX) and is subject to modification and amendment as needed. For the purposes of this policy, *social media* includes websites and applications that focus on communication, community-based input, interaction, content sharing, and collaboration.

GSCTX recognizes the internet provides the opportunity to participate in a wide variety of interactive social media platforms, which carries with it certain risks and responsibilities. To assist Girl Scouts and volunteers in making responsible social media decisions, GSCTX has established the following guidelines.

Girl Scouts and volunteers shall:

- Conduct themselves in a kind and professional manner reflective of our core values outlined in the Girl Scout Promise and Girl Scout Law.
- Use social media to communicate events, programs, success stories, and additional Girl Scout purposes.
- Not post content that reasonably could be viewed as malicious, obscene, threatening, discriminatory, intimidating, or demeaning, or exhibit behavior that might be constituted as harassment or bullying.
- Be fair and courteous regarding GSCTX employees, volunteers, members, vendors, etc., whether by name or implication.
- Only share photography or video of Girl Scouts who have designated “Photo opt in” in their membership profile or who have provided permission to share via a photo/video release form.
- Consider Girl Scout safety when geotagging content.
- Follow all GSCTX social media guidelines related to participation in the Girl Scout Cookie Program.
- Maintain the confidentiality of all GSCTX private or business-related confidential information.
- Not misappropriate the Girl Scout brand or commit any other act in violation of local, state, or federal law.

Not create social media pages representing or giving the implication of representing GSCTX without prior written approval. Girl Scouts and volunteers are personally responsible for online posts and retain no expectation of privacy with regard to the use of social media. Any content deemed inappropriate or derogatory may be subject to discipline or dismissal.