Be a Brand Champion!

Social Media | Website | Print & Products

GSCCC's marketing and communications team aims to take actions to establish and promote Girl Scouting—both internally and externally. Our team works closely with the local media to maintain a positive image of Girl Scouts through fun and engaging stories. We also make sure our members and the public can find what they need and have opportunities to build their knowledge about Girl Scouts through use of our website. From designing flyers and marketing collateral to creating content for our website and council magazine, we are always finding ways to be brand champions.

As a member of a service unit service team, you, too, are a representative of the Girl Scout brand. Everyone in Girl Scouts, from the youngest Girl Scout Daisy to the Board Chair, is responsible for helping promote Girl Scouting! When you channel information and promote the Girl Scout Leadership Experience in your community, you help create and maintain a favorable public image for the organization you represent. Girls are doing amazing things every day, and we're excited to show it off by sharing it with our families, donors, friends and local media!

Meet the Team

Marcy Germanotta, Communications Director, marcyg@gsccc.org

Kim Breeding-Mercer, Digital Marketing and Website Manager, kimb@gsccc.org

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girl scouts
of the colonial coast

Questions?
Contact marcomm@gsccc.org

Social Media Group & Account Guidelines

You're ready to connect with girls, parents and volunteers on social media, and we're here to help you! Social media platforms, such as Facebook groups, are like an online club and often work much like a Girl Scout meeting where members can share experiences, badge and award updates, milestones, events, photos, schedules, and simply get to know and encourage each other. A social media platform like Instagram can be a wonderful way to share experiences in a more visual way through pictures and videos. However, with social media use comes a lot of responsibility for both girls and volunteers. To protect our members, we have developed specific social media guidelines for Girl Scouts of Colonial Coast volunteers to use.

Social Media Accounts

	Troops	Service Units
Facebook Group	Privacy: Closed Naming convention: "GSCCC Troop #" i.e. GSCCC Troop 9999 Girls under 13: Adult Admins Only	Privacy: Closed Naming convention: "GSCCC Service Unit #" i.e. GSCCC Service Unit 999
Instagram	Privacy: Private Naming convention: "GSCCC Troop #" i.e. @GSCCCTroop9999 Girls under 13: Adult Admins Only	Privacy: Private Naming convention: "GSCCC Service Unit #" i.e. @GSCCCSU999

NOTE: At least one adult must serve as an administrator on all websites and social media accounts, as well as be the person responsible for the email address associated with the account. Have a plan in place for admin back-ups and password recovery.

Website Guidelines for Girl Scout Volunteers

Thinking of creating a website for your troop or service unit? If you've decided that something like a private Facebook group doesn't offer enough options to meet your needs, then refer to these guidelines and helpful tips before you set out on your website-building journey.

Let's focus on the top three areas of consideration: Purpose, Content, and Safety.

Purpose

Before you sign up for anything, you should have a clear definition of what your website's purpose will be. Are you sharing marketing information, or building an archive of documents? Is the target audience your girls, their caregivers, other volunteers, or the general public? Look up other local troop or service unit websites to see what kinds of features they use.

Make sure you know what kinds of services are available for the goals you are trying to achieve, as there may be free, easily-accessible options out there you could use...or you may be looking at an expensive, customized product that you cannot build or maintain yourself.

Think about ways you can involve girls in the process. Could the research, budgeting, coding and/or copywriting be part of a badge or journey for them? Do you know any local web professionals who could come talk to them about the industry, or offer a workshop?

Content

Websites can be read by people all over the world. Take care how you represent yourself and Girl Scouts.

1. Be sure to have a plan in place to regularly update your website's content and pages, especially when new information or guidelines become available from your council or GSUSA.

2. Maintain professionalism and trustworthiness by keeping an eye on your spelling and grammar. Ask other people to help by proofreading your site.

3. Check those outbound links! You should only link to sites or resources that contain material and advertising that is safe and suitable for children and appropriate for Girl Scouting.

Most importantly, do not violate copyright laws. Girl Scout images and graphics, such as the Trefoil, must be used in accordance with brand guidelines from GSUSA. Do not use other original designs, text from magazines or books, poetry, music, lyrics, videos, graphics or trademarked symbols without specific permission from the copyright or trademark holder. When in doubt, contact our Marketing team at marcomm@gsccc.org.

Online Safety

✓ **Do not use last names of minors.** Obtain photo permission before posting pictures of girls online both for social media and websites.

✓ **Never give out anyone's personal information.**

✓ **Never list exactly when and where a troop meets or details about events a troop participates in until after the event** has occurred, unless it's within your closed group.

✓ **Think twice before hitting "publish," "post" or "share."** What you say, share, or post on the internet is permanent, even if you delete it later. Make sure that you will not regret what you post whether it is within your private group or to your Instagram account. Any group member or approved follower can screen-shot comments, pictures, etc. and share them publicly.

✓ **Do not share your personal contact information outside of private/direct messages.** The internet and social media are permanent platforms (even if you delete your content later).

✓ **Be nice.** People tend to be on the bold side when they are hiding behind a screen—please take the high road.

✓ **Be aware of spammers.** It's not always obvious when you are being contacted by a spammer, so be aware if your conversations are taking a turn. Always report them (via Facebook or Instagram) if you think they have suspicious or negative intentions.

✓ **Be respectful of others.** Sometimes our opinions are not the same, and that's ok! Just be respectful about being on the opposing side.

✓ **Social media posts should be consistent with the Girl Scout mission.** Before you post consider how it will reflect on you and the organization. Content that does not align with our brand or our mission will be flagged for removal.

✓ **Do not violate copyright law by using designs, text from magazines or books, poetry, music, lyrics, videos, graphics, or trademarked symbols without specific permission from the copyright or trademark holder (and, generally, this permission is pretty tough to get!).** Girl Scout trademarks (such as the trefoil shape, Girl Scout pins, badges and patches) must comply with the guidelines for their use. (The Girl Scout trefoil, for example, may not be animated or used as wallpaper for a website.)

Creating a flyer or poster for your next event? Designing a t-shirt for your girls? Below are guidelines and resources that you can use to make your designs look fantastic and Girl Scout-approved!

The GSCCC Lock up

Contact Marcomm@gsccc.org if you need an art file for the lock up. Do not continue to use the retired version.

Girl Scout Trefoil

To maintain the integrity of the shape, the Trefoil should never be used smaller than 30px digitally or 0.125 inches in print.

Girl Scout Green

Green is one of our greatest equities. It should be used prominently in external communications, especially for the Trefoil. Always consider the role of green when creating both internal and external communications. Pantone 354 | RGB 0/180/81 | CMYK 95/0/100/0

Product Guidelines

Cannot put text inside the Trefoil. The Trefoil always has to stand alone.

Approved design. The GSCCC lock up could be put on sleeve if desired.

Approved design. Note the lock up on the sleeve.

Approved design. Note the Trefoil stands alone and does not compete with other elements.

Cannot tilt the Trefoil, fill with a pattern, or be close to other elements.

Cannot put the Trefoil inside typography.

The profiles logo has been retired.

Font used by Girl Scout Councils is called "Girl Scout."

Please contact marcomm@gsccc.org if you need the Girl Scout font for product or printing purposes.

Alternate Font

Palatino

Palatino Linotype is our replacement font when the Girl Scout font is not available.

It's a fact: without our volunteers, we couldn't and wouldn't be the largest girls' leadership development organization in the world. But we are. So thank you!

Questions?
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