

SOCIAL MEDIA

INTRODUCTION

Girl Guides Victoria (GGV) recognises the value of online social media tools for connecting with youth members, employees, donors, and volunteers. Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission.

However, in order to ensure we maintain a values-oriented, positive, professional image, and to protect the safety and privacy of our members and staff, all members, volunteers and employees should abide by the following expectations when using social media for Guiding purposes. This policy has been established to maintain the integrity of our reputation with respect to communication frequency, strategy, message and appearance.

What do we mean by Social Media?

In the context of this policy, social media means any internet-based forum where people can interact with each other by sharing comments and images. Below is a list of some examples that are currently popular, but this policy applies to all similar types of social media:

- Facebook
- Twitter
- Instagram
- Snapchat
- Online games
- Blogs
- YouTube
- Others as they appear!

Your responsibilities

These Guidelines are intended as directions to all youth and adult members; volunteers and employees of GGV. Remember the high expectations of behaviour for Girl Guides, which are embodied in the Promise and Law, Code of Conduct and the Respectful Behaviours Charter.

SECTION 1: POLICIES FOR ALL SOCIAL MEDIA SITES, INCLUDING PERSONAL SITES

Protect confidential and proprietary information: Do not post confidential or proprietary information about GGV, its members, volunteers or employees.

Respect copyright and fair use: When posting, observe the copyright and intellectual property rights of owners, GGV, and relevant others.

Don't use GGV logos for endorsements: Do not use the GGV logos or any other images or iconography on personal social media sites. Do not use GGV's name to promote a product, cause, or political party or candidate.

Terms of service: Obey the Terms of Service of any social media platform employed.

SECTION 2: BEST PRACTICES FOR SOCIAL MEDIA

Think twice before posting

Privacy does not exist in the world of social media. If you wouldn't say it at a conference, to a parent, or to a member of the media, consider whether you should post it online.

Consider what could happen if a post becomes widely known and how that may reflect on both you and GGV. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you are unsure about posting something or responding to a comment, ask the Chief Executive Officer of GGV (or her delegate).

Safety

Always consider the information shared about girls can put their physical safety at risk. Whilst there is no 'blanket rule,' if you think about what is already known before you post a photo, you can better judge how much information to share.

As a general rule of thumb, on social media open to the public, Girl Guides Victoria urges leaders to post only photos of girls where they are not readily identifiable and without their names. Photos with girls engaged in fun activities as a group, or close up photos of girls hands occupied with a task, or oblique images can convey the sense of the activity without offering personal information about the girls involved. For the purposes of supporting new members, many leaders post information about meeting locations, day and time. In this case, identifying photos of girls should not be used. It is easy for an ill-meaning person to combine these bits of information quickly and approach a girl inappropriately. This is particularly true where custody issues may be involved. It only takes two to three pieces of information about a girl, where she is, what she looks like, her name, or the name of some of her friends, before a picture can be built about the girl that exposes her to risk.

On closed pages with administration of membership, more information can be shared as the intent of these pages is communication with a known group of followers. Leaders still need to think about what information they are sharing about the girls that might place their physical safety at risk with respect to how effective the administration of the page is. If in doubt about the membership of the page, it should be considered "open" and the standards above apply.

Strive for accuracy

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of GGV in any capacity.

Be respectful

Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster (you) and/or GGV.

Remember your audience

Be aware that a presence in the social media world is, or easily can be made, available to the public at large. This includes prospective members, current members, current employers and colleagues, parents, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

On personal sites

Identify your views as your own. If you identify yourself as a GGV volunteer or staff member online, it should be clear that the views expressed are not necessarily those of GGV.

Photography

A photograph or video that includes a member or is at a guide event may only be posted if:

For youth members:

- The youth member's parent / guardian has given written permission for that specific image as per GO35, the Girl Guides Australia Social Media Policy;

OR

- The youth member's parent / guardian has signed the Social Media Web Photo Permission Form (GG35b) for that calendar year;

For adult members:

- The adult member has signed the Social Media Web Photo Permission Form (GG35b) for that calendar year.

Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the web, but not suitable for printing.

Friending members and volunteers

Sometimes, adult members, volunteers and employees may ask each other to become their "friend" on social media sites. This is allowed, but members, volunteers and employees must remember they are representing GGV and that the Guidelines in this policy apply to these online relationships. Adult members and volunteers should also

consider creating a more limited profile for GGV related purposes and reserve their full personal profile for friends and family only.

It is not recommended that GGV adult members "friend" any other member under the age of 18 on any social media site, except on official GGV-sponsored or approved sites. However, if volunteers decide that the best way to communicate with parents, fellow volunteers or youth members is through a social media, this must be through a limited GGV only profile. For example Jenny Brown has a personal profile for friends and family, and a 'Kangaroo – Unit Leader' profile to be friend with her Ranger Guides, parents and fellow volunteers in her area.

Working with youth members online

GGV staff and adult members often work closely with youth members and need to communicate with them and their parents online. Members should communicate with group members through a group page and have more than one adult as a member of any group. Email correspondence should be blind copied to group members, and all adult volunteers should be included in the emails.

SECTION 3: ORGANISATIONAL SOCIAL MEDIA

This section applies to those posting on behalf of GGV or a Unit/District/Region. The following policies must be adhered to in addition to all policies and best practices listed above.

When representing GGV

Acknowledge who you are

If you are representing GGV when posting on a social media platform, acknowledge this.

Have a plan

Units/Districts/Regions should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.

Notify the organisation

Units/Districts/Regions that have a social media page or would like to start one should contact the CEO (or her delegate) to ensure social media sites coordinate with other sites and their content. All Unit/District/Region pages must have an appointed contact who is identified as being responsible for content. Ideally, this should be a Unit Leader or District/Region Manager or her representative.

Link back to the organisation

Whenever possible, link back to the GGV web site. Ideally, posts should be very brief, redirecting a visitor to content that resides within the GGV web environment. When linking

to a news article about GGV, check first to see whether you can link to a release on the GGV News Centre instead of to a publication or other media outlet.

Protect the organisational voice

Posts on social media sites should protect the organisational voice by remaining professional in tone and in good taste. No individual Unit/District/Region should construe its social media site as representing GGV as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular Unit/District/Region rather than to GGV as a whole.

When representing yourself

Before you post, consider what other people will think of you when they read it, especially if they don't know you.

Consequences

Please read these policy and procedure in conjunction with GO 35 - GGA Social Media Policy.

Using social media in a way which breaches these Guidelines, the GGA Social Media Policy, the Code of Conduct, any other GGV policies or your obligation as a member, volunteer or employee under the law may result in disciplinary action being taken.