



GUIDELINES FOR PAGES AND GROUPS

SO YOU'VE STARTED A GUIDING PAGE OR GROUP ON SOCIAL MEDIA

That's great to hear! Girl Guides Victoria (GGV) has some guidelines that you'll need to follow to ensure that your Page/Group complies with the Guiding values and with our Child Safe policy. This resource will talk you through our guidelines.

KEEP THESE THINGS IN MIND

Content that is posted in Guiding Pages and Groups must reflect the mission and values of Girl Guides Victoria (GGV).

If you set up a Page or Group that relates to Guiding in Victoria, you must register it with GGV using the *GG35 Social Media Registration Form*.

There must be two or more Facebook Administrators (Admins). Their job is to make sure that their posts, and posts submitted by members, are appropriate for the Guiding Page/Group.

Facebook Groups should be listed as 'closed' so that only members can see what is posted in the Group.

WHO SHOULD BE YOUR SOCIAL MEDIA ADMINS?

There should be two or more Admins assigned to a Guiding social media account. Admins must be social media-savvy, adult members of Girl Guides Victoria with up-to-date volunteer checks.

Being a local social media volunteer can be a great opportunity for women who are looking to gain experience in social media marketing (such as a uni student studying Media, Communications, Marketing, etc).

The GGV Communications Officer can provide training, and is happy to liaise directly with social media volunteers.

Please note: to comply with GGV's Child Safe policy, these people should not be Admins for Guiding social media: parents/guardians, Occasional Helpers (without volunteer checks), youth members, etc.

SOCIAL MEDIA CODE OF CONDUCT

The GG35 Social Media Code of Conduct applies to closed Facebook Groups.

To make sure that members understand what is and isn't acceptable in the Group, pin your Facebook Group's rules to the top of the page.

Here are some suggested rules for closed Groups:

Take a moment to read the guidelines for our Group!

- 1.** This Group is only for content that relates to Guiding in Victoria.
- 2.** This Group is for current members of the Victorian Guiding community, including volunteers, parents, and Guides aged 13+.
- 3.** Content submitted to this Group must reflect the mission and values of GGV, and must promote Guiding in a positive way.
- 4.** If you're unsure if a Girl Guide has photo permissions, and her face is clearly visible in a photo, do not post the photo.
- 5.** We expect our members to treat others with respect.
- 6.** Any content that does not comply with these Guidelines will be removed.



SECURITY QUESTIONS

When someone asks to become a member of your closed Facebook group, you should also look at their Facebook profile. If you don't know who they are or something about their profile seems suspicious, do not accept them into your Facebook group.

To make sure that potential members are the right fit for your closed Facebook group, you must also set security questions (see 'Group Settings' on page 5.)

FACEBOOK PAGES VERSUS FACEBOOK GROUPS

Facebook Pages:

- Similar to your personal Facebook profile, but for an organisation.
- Visible to everyone on the internet.
- Only Admins can post content on the Page. Anybody on Facebook can like/share/comment on the Admin's posts.
- Useful for promoting Guiding to the wider community

Facebook Groups:

- Used for communication within a likeminded community.
- Members can post content, ask questions, offer opinions, and share relevant opportunities and administrative updates with other members.
- There are three Group settings: public, closed, and secret. For security reasons, GGV recommends that you make your Group's settings closed or secret so that outsiders cannot access the posts.


FACEBOOK GROUP SETTINGS

Note: this information does not apply to Facebook pages

Your Group should use the same settings as the GGV closed Facebook Group.

To check you Group's settings:

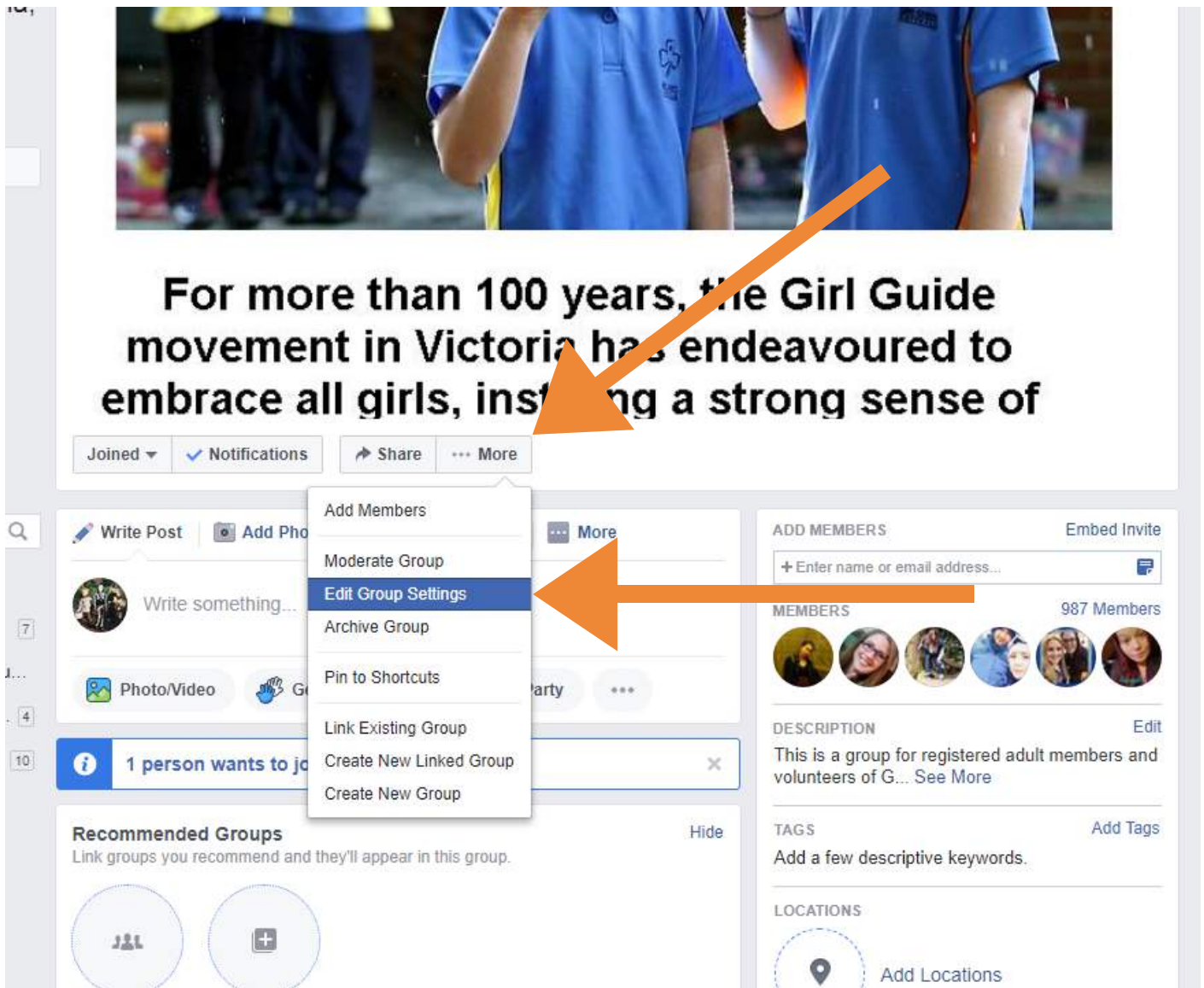
1. Go to the main page of your Group



The screenshot shows the Facebook interface for the 'Girl Guides Victoria, Australia' group. The group is identified as a 'Closed Group'. The main content area features a large image of two girls in blue uniforms, with the text: 'For more than 100 years, the Girl Guide movement in Victoria has endeavoured to embrace all girls, instilling a strong sense of'. Below this is a 'Write Post' section with options for 'Add Photo/Video', 'Live Video', and 'More'. A notification states '1 person wants to join this group'. The right sidebar contains settings for 'ADD MEMBERS', 'MEMBERS' (987 Members), 'DESCRIPTION', 'TAGS', 'LOCATIONS', and 'REQUESTS (1)'. The bottom of the page shows '3 Scheduled Posts' with the next post scheduled for Saturday at 7:44 PM.

GROUP SETTINGS


2. Go to '...More', then click Edit




GROUP SETTINGS

3. Check your Group Name and Description. Don't worry about filling in the sections that don't have arrows pointing to them

The screenshot shows the Facebook Group Settings interface. Two orange arrows point to the 'Group Name' and 'Description' fields. The 'Group Name' field contains 'Girl Guides Victoria, Australia'. The 'Description' field contains text about the group's purpose and guidelines. Other settings like 'Group Type', 'Tags', 'Locations', 'Apps', 'Linked Pages', and 'Color' are visible but not highlighted.

Group Name  Girl Guides Victoria, Australia

Group Type  Pick a Group Type
Group types help people see what the group is about.


Description This is a group for registered adult members and volunteers of Girl Guides Victoria to network and share thoughts and ideas which can lead to the development of quality programs and opportunities for both youth and adults within Guiding. This group is a positive posting space.
Posting of personal information such as phone numbers and addresses is not advised. Keeping within these guidelines ensures you are upholding the Social Media Policy of Girl Guides Australia.
Potential members see the description if privacy is set to public or closed.

Tags Write up to 5 tags (ex: soccer)
Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

Locations This can help people find your group more easily if they're looking for groups in your area.
[Add Locations](#)

Apps Tools and features offered by other businesses. [Learn More](#)
[Add Apps](#)

Linked Pages Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)
[Link Your Page](#) [Create New Linked Page](#)


Color  [Choose Color](#)

Web and Email Address **Web:** <https://www.facebook.com/groups/girlguidesvic/>
Share this link to help people find your group.
Email: airlguidesvic@groups.facebook.com


GROUP SETTINGS

4. Check that your privacy setting is 'closed'. To change your setting, click 'Change Privacy Setting'.

The screenshot shows the Facebook Group Settings interface. At the top, there is a 'Color' section with a blue circle and a 'Choose Color' button. Below that is the 'Web and Email' section, which includes a 'Web' link (https://www.facebook.com/groups/girlguidesvic/), an 'Address' field for sharing the link, and an 'Email' field (girlguidesvic@groups.facebook.com). A 'Change Address' button is located below the email field. The 'Privacy' section is highlighted with an orange arrow pointing to the 'Change Privacy Setting' button. The privacy setting is currently set to 'Closed Group'. Below the privacy section is the 'Badges' section with a 'Manage Badges' button. The 'Sections' section has a checkbox for 'Social Learning Units'. The 'Membership Approval' section has two radio button options: 'Anyone in the group' and 'Only admins and moderators'. The 'Membership Requests' section has an 'Ask Questions' button. The 'Posting Permissions' section has two radio button options: 'Anyone in the group' and 'Only admins'.

Color  [Choose Color](#)

Web and Email **Web:** <https://www.facebook.com/groups/girlguidesvic/>
Address: Share this link to help people find your group.
Email: girlguidesvic@groups.facebook.com
Emails sent to this address will appear as posts in the group.
[Change Address](#)

Privacy Closed Group. Anyone can find the group. Only members can see who's in it and what they post.
[Change Privacy Setting](#) 
Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)

Badges Enable members to earn badges to encourage participation.
[Manage Badges](#)

Sections Social Learning Units
In this tab, you can make group resources easier to find and help people learn new things. [Learn More](#)

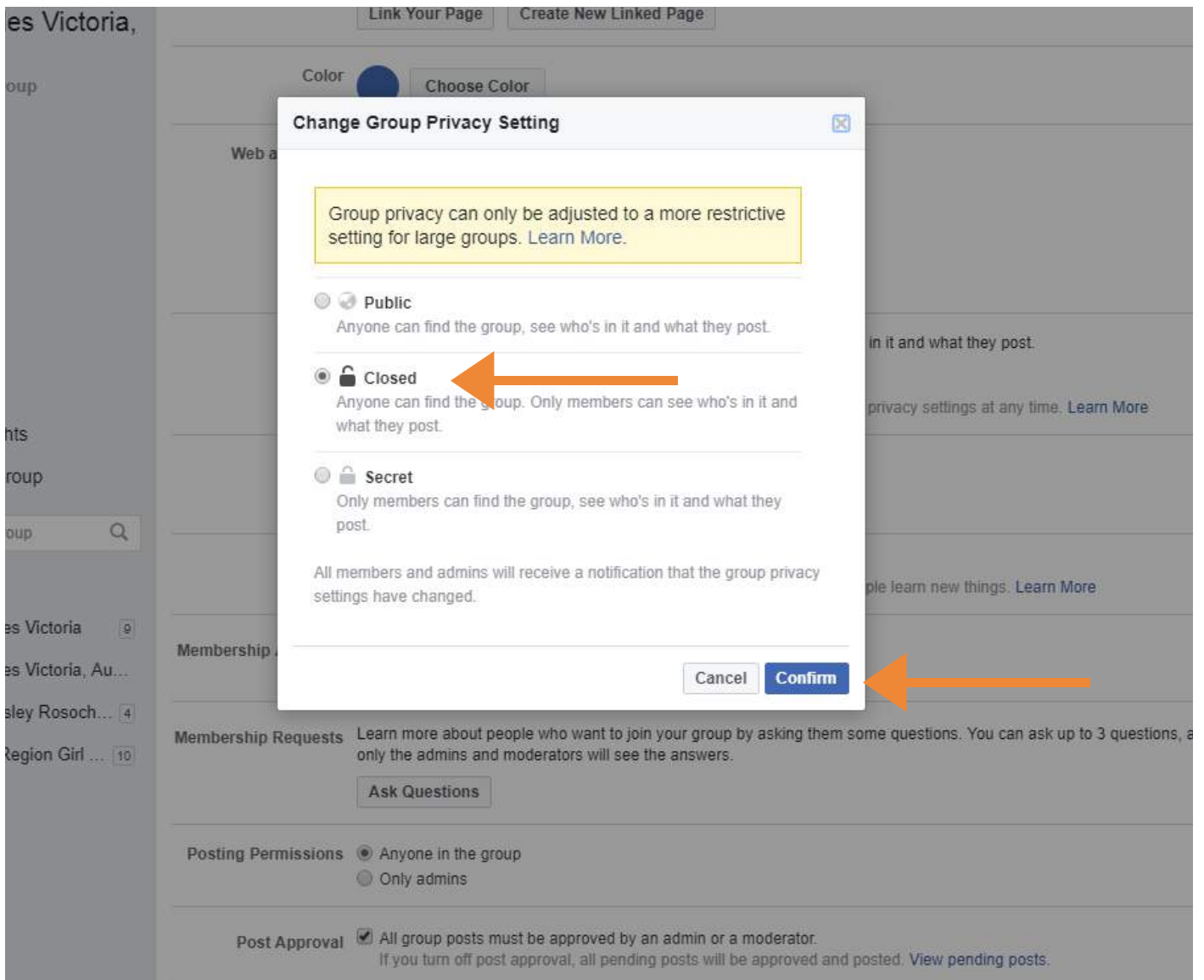
Membership Approval Anyone in the group
 Only admins and moderators

Membership Requests Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, only the admins and moderators will see the answers.
[Ask Questions](#)

Posting Permissions Anyone in the group
 Only admins


GROUP SETTINGS

5. Click 'Closed', then click 'Confirm'.




The screenshot shows the Facebook 'Change Group Privacy Setting' dialog box. A yellow highlight is placed over the text: 'Group privacy can only be adjusted to a more restrictive setting for large groups. [Learn More.](#)' Below this, three privacy options are listed: 'Public', 'Closed', and 'Secret'. An orange arrow points to the 'Closed' option, which is selected with a radio button. At the bottom right of the dialog, another orange arrow points to the 'Confirm' button. The background shows the Facebook group settings page with sections for 'Membership Requests', 'Posting Permissions', and 'Post Approval'.


es Victoria, [Link Your Page](#) [Create New Linked Page](#)


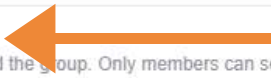
Group Color  Choose Color


Web a

Change Group Privacy Setting 


Group privacy can only be adjusted to a more restrictive setting for large groups. [Learn More.](#)

 **Public**
Anyone can find the group, see who's in it and what they post.

 **Closed** 
Anyone can find the group. Only members can see who's in it and what they post.

 **Secret**
Only members can find the group, see who's in it and what they post.

All members and admins will receive a notification that the group privacy settings have changed.

[Cancel](#) [Confirm](#) 

Membership Requests Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, and only the admins and moderators will see the answers.
[Ask Questions](#)

Posting Permissions Anyone in the group
 Only admins

Post Approval All group posts must be approved by an admin or a moderator.
If you turn off post approval, all pending posts will be approved and posted. [View pending posts.](#)

GROUP SETTINGS

6. Where it says 'Membership Requests', click the button that say 'Ask Questions'.

The screenshot shows the Facebook Group Settings interface. At the top, there is a section for 'Address' with a link to the group and an email address: `girlguidesvic@groups.facebook.com`. Below this is a 'Change Address' button. The next section is 'Privacy', set to 'Closed Group', with a 'Change Privacy Settings' button. The 'Badges' section has a 'Manage Badges' button. The 'Sections' section has a checkbox for 'Social Learning Units'. The 'Membership Approval' section has radio buttons for 'Anyone in the group' and 'Only admins and moderators'. The 'Membership Requests' section has a description and an 'Ask Questions' button, which is highlighted by a large orange arrow. The 'Posting Permissions' section has radio buttons for 'Anyone in the group' and 'Only admins'. The 'Post Approval' section has a checked checkbox for 'All group posts must be approved by an admin or a moderator'. At the bottom, there is a blue 'Save' button.

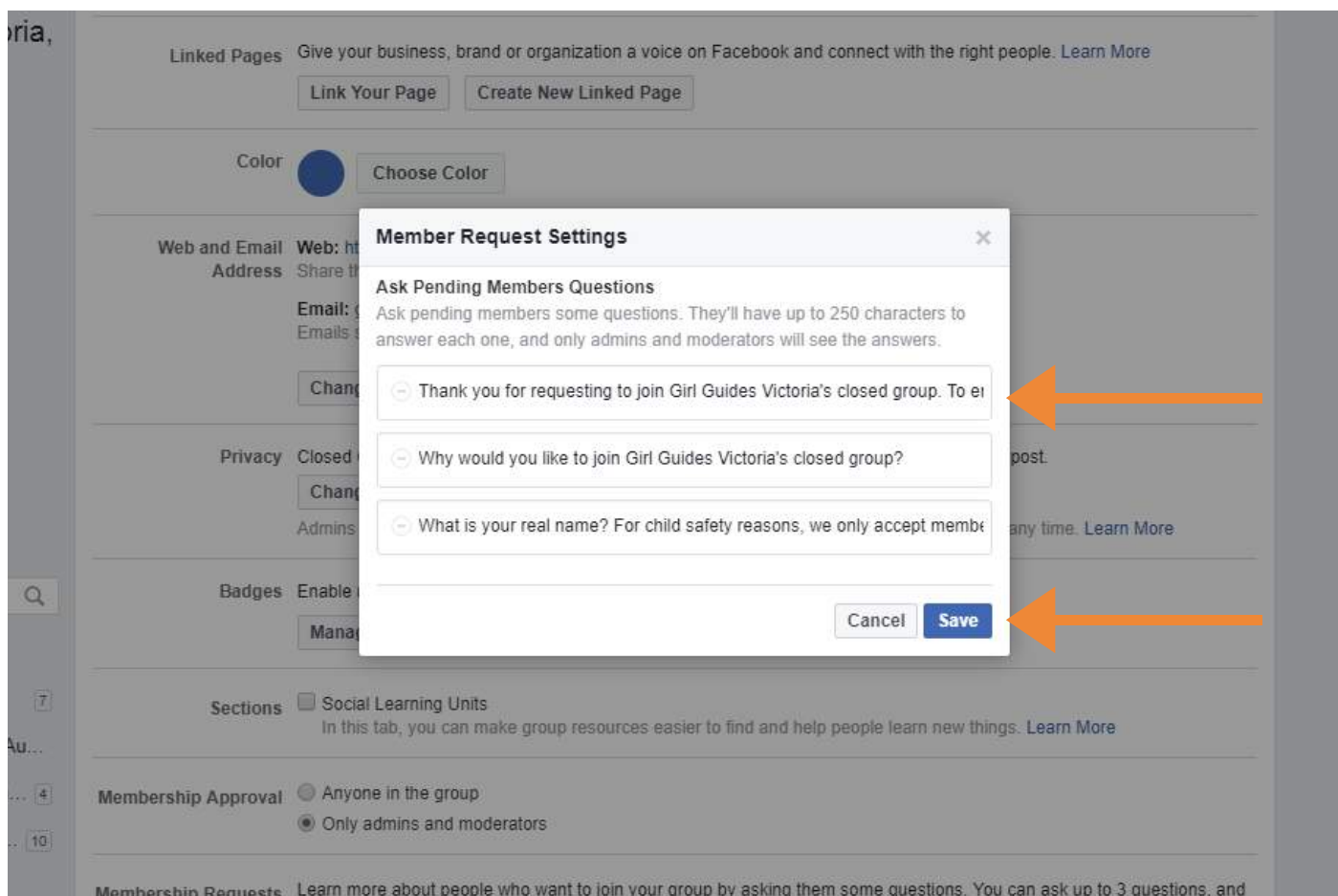
GROUP SETTINGS

7. In the pop-up box, add the following security questions, then click save:

Box 1: Thank you for requesting to join (insert group name). To ensure that you're the right fit for this group, please answer our security questions.

Box 2: What is your connection to (insert group name)?

Box 3: What is your real name? For child safety reasons, we only accept members who share this information with us. Your real name will not be posted in the group.



GROUP SETTINGS

7. For 'Membership Approval', 'Posting Permissions', and 'Post Approval', ensure that you have ticked the boxes shown below. Then click 'Save'.

The image shows a screenshot of the Facebook Group Settings page. The settings are organized into sections, each with a description and a button to manage the setting. Orange arrows point to specific options in the 'Membership Approval', 'Posting Permissions', and 'Post Approval' sections, and to the 'Save' button at the bottom.

- Address:** Share this link to help people find your group. Email: girlguidesvic@groups.facebook.com. Emails sent to this address will appear as posts in the group. [Change Address](#)
- Privacy:** Closed Group. Anyone can find the group. Only members can see who's in it and what they post. [Change Privacy Setting](#). Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)
- Badges:** Enable members to earn badges to encourage participation. [Manage Badges](#)
- Sections:** Social Learning Units. In this tab, you can make group resources easier to find and help people learn new things. [Learn More](#)
- Membership Approval:** Anyone in the group Only admins and moderators.
- Membership Requests:** Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, and only the admins and moderators will see the answers. [Ask Questions](#)
- Posting Permissions:** Anyone in the group Only admins.
- Post Approval:** All group posts must be approved by an admin or a moderator. If you turn off post approval, all pending posts will be approved and posted. [View pending posts](#).
- Save:** [Save](#).

CHILD SAFETY

To ensure that your social media page/group is complying with the GGV child safety policy:

- Do not post photos online of Guides without photo permission to any public, private or personal pages. Ensure this rule is clearly visible for all members to see in your pinned 'code of conduct' post.
- Photos of Youth and Adult Members that have been posted on personal social media accounts should not be downloaded or shared elsewhere online or in person.
- Do not tag Youth Members in photos or posts in any Pages or Groups.
- Photos of Girl Guides can only be posted on Guiding Pages/Groups by current GGV members with a current Police Check and Working with Children Check.

PHOTO POSES

When children are photographed in certain poses, it makes the image more attractive to paedophiles, who are known to use photos of children from social media and Photoshop them.

Even if your Group is closed or secret, you must not post or accept posts from members that feature children in these poses:

- Children with their tongues out or with a 'duck face' expression
- Children hugging in bed
- Children in their bathers or a state of undress
- Children in wet clothing

PROTECTING PRIVACY

- Do not use the full names of Youth Members in posts, and avoid posting other information that could reveal their identities.
- If you're live-posting about an event or promoting a future event, do not include these three pieces of information in the same post: the person's full name, their current or future location, and when they will be at that location.

LOOKING FOR MORE INFORMATION?

Email the Girl Guides Victoria Communications Officer on communications@guidesvic.org.au or phone Girl Guides Victoria on 8606 3500.