

Social Media Reminder 2016

By the end of 2015 there were a recorded 31 million Facebook users and 15 million Twitter users in the UK alone.

As a Region we use social media channels to inform our members of events, news, opportunities, success stories etc. It is a brilliant way to interact directly with our membership and gain feedback and views on a variety of topics; however it is a public interfacing media and therefore anything you write as a member of Girlguiding can be seen by anyone linked into these social media channels.

Dos and Don'ts on Social Media

Girlguiding has produced some helpful dos and don'ts on how to use social media:

Do

- Repost positive messages.
- Respond to genuine complaints, in a timely fashion, with an accurate response.
- Thank people for compliments.
- Pass on criticism and complaints to the relevant teams.
- Ask for advice if you need it.

Don't

- Get angry, upset or annoyed. (Keep calm and carry on.)
- Feed the trolls.
- Damage our brand.
- Link to unsuitable websites.
- Post advice that might lead followers to break terms of service.

Branding on Social Media

If you are sharing information about any Girlguiding branded materials, badges, or challenge booklets this must adhere to the Girlguiding Branding guidelines. Contact Girlguiding on the email address: BrandingMatters@girlguiding.org.uk if you are unsure of any branded materials or documents you have seen or been asked to share.

Girlguiding Branding Guidelines - [from Girlguiding website.](#)

Community guidelines

If you post a comment/photo/blog in any of our community areas or send a personal message to another member, you must comply with our community guidelines. If you're unclear about any of them, email websupport@girlguiding.org.uk. We're always open to feedback but if your comment doesn't comply with the rules it will be removed.

Online safety guidelines

[A Safe Cyberspace](#) helps you make the best of new technologies while protecting the young people in your care and yourself. Share it with girls in your unit to help them keep themselves safe too.

Other resources

[Web safe codes for Brownies, Guides and The Senior Section](#)