

BC Girl Guide Social Media Guidelines



Guidelines for the Acceptable Use of Social Media

Code of Conduct: The Girl Guides of Canada Code of Conduct applies to all social media interactions.

Monitoring: All social media use must be monitored or administered by a current member of GGC who is familiar with applicable standards such as the Code of Conduct, Fundraising Guidelines, etc.

Legalities: Content published must be free of defamation, discrimination, copyright or trademark infringement and must respect the privacy and rights of all who may potentially be implicated or exposed to its message.

Photo Publishing: Any member who is visible in images published online must have an image release (IR.1) in iMIS at the time of publication.

If a photo includes a non-member, the photo may be published only with the express and written permission of (i) the legal guardian of the person photographed, in the case of a minor; or (ii) the person photographed, in the case of an adult that has reached the provincial/territorial age of majority at the time of publication.

Administration: A minimum of two adult administrators must have access to any social media site used for Guiding purposes, including one adult member of the parent council.* The names of the administrators must be submitted to the parent council using the Social Media Group/Page Registration Form.

**Parent council administrators may not be required to perform administrative tasks; their role will be determined on an individual basis.*

BC Girl Guides recognizes the value of social media and websites to connect with youth, volunteers, parents and donors.

When building a web presence, always create a positive image that reflects the Guiding spirit and mission.

Staying Safe Online

Whether it's an older girl, adult member, volunteer or staffer using social media, staying safe online is always a priority.

- Do not share other people's personal information.
- Follow each social media platform's rules regarding age limits and expectations.
- Report any incidents that involve harassment or include language that is derogatory or discriminatory.
- Respect yourself and others when interacting online. Positivity creates positivity.



These social media sites require users to be aged 13+.



Children under the age of 18 need consent from their parents to sign the user agreement on Twitter.



Myspace users must be aged 14+.

Introduction

These guidelines are directed at any staff, volunteer, girl or adult member representing BC Girl Guides when they use social media. It provides a set of standards on how to use social media when representing or communicating with the organization. It also demonstrates what must not occur when representing BC Girl Guides on social media. As with the Code of Conduct, disciplinary action may be taken if a breach occurs.

All interactions on social media must fall within provincial and federal laws. Examples of related laws include those governing defamation of character, child endangerment, privacy, discrimination and bullying. Any legal violations will be reported to law enforcement officers.

Social media users should always follow the Code of Conduct and act responsibly. Good judgment must be used in determining whether published content is age appropriate and in considering how it represents BC Girl Guides.

Social media apps, programs and websites may change their individual policies at any time. Users must stay current on minimum ages and the expectations of each social media platform.

The BC Girl Guide Social Media Guidelines will be reviewed annually, and changes will be made as required.

General Usage Guidelines

Any time a BC Girl Guide member, staff or volunteer uses social media, she is required to understand what her role is and identify the goal.

Social media platforms may be used within Guiding for one of two purposes:

1. To share private information with members of a unit, district, area or other group
 - Social media groups/pages for this purpose (for example, a Facebook group to discuss unit planning and activities) must be set up as *private (secret)* groups.
2. To promote Guiding on a public platform
 - Social media groups/pages for this purpose are set up as *public*; however, you must keep in mind that these are **public forums** and, in order to ensure members' safety, discretion must be exercised when sharing information. For example, time and place of an overnight Guiding event would not be appropriate to share before the event.
 - On these types of groups/pages, avoid sharing personal information (names, addresses and phone numbers) of employees, girls, adult members and volunteers without their express consent.

Every post (tweet, video, etc.) should be published using good judgment and follow all BC Girl Guide and Girl Guides of Canada policies including the Code of Conduct.

Always be polite and respectful of others. Do not undermine, belittle or severely criticize other people's input. Likewise, do not use language that is demeaning, discriminatory or inflammatory. Language or actions that harass others will not be tolerated.

As a rule of thumb, do not put anything on a social media platform that you would not say to a person's face.

BC Girl Guide Sites

BC Girl Guides uses common social media sites to share information, support girls and promote the organization. Current platforms as of 2015 are:

- Twitter (@BCGirlGuides)
- Facebook (BC Girl Guides: Youth Organization)
- Instagram (BCGirlGuides)
- YouTube (BC Girl Guides)

These guidelines include all current and future social media platforms.

When an individual uses any of the social media sites affiliated with BC Girl Guides, she must follow the Code of Conduct and the standards stated in this document. This includes when content is “shared,” “liked,” “tweeted,” “tagged,” etc. and when content is submitted directly to the host site.

There are no expectations of privacy regarding social media. Any content submitted or shared must be considered public information.

Guideline Breaches

Breaches to the Social Media Guidelines, Girl Guides of Canada Code of Conduct and local laws may result in disciplinary action. This could include:

- Loss (or limitation of) access to BC Girl Guides social media accounts
- Termination of employment with BC Girl Guides
- Termination of membership with BC Girl Guides

Liability

Content published on social media sites (or in relation to social media sites) may have legal consequences if an individual:

- Makes statements that are considered defamatory
- Makes statements that violate provincial or federal laws regarding discrimination, harassment, bullying, child endangerment, etc.
- Makes statements that disclose confidential information about the organization without authority
- Violates copyright authorizations, trademarks, logo usage, which may include images, text, written content and music

Multi-Purpose Accounts

Many individuals will use their private/personal social media accounts when networking with the Guiding community. BC Girl Guides understands that how you use social media on your own time is up to you. However, if a social media account is used for several purposes (personal, professional, Guiding, etc.) and is associated with BC Girl Guides or Girl Guides of Canada, what an individual says and does on her own time may reflect on the Guiding community and its reputation.

BC Girl Guides asks that individuals carefully consider what they share on their personal account and that they never:

- post images of girls (or children) unless they have a signed image release recorded in iMis for the girl or written consent from the parents for non-members. Photos in which people are unidentifiable may be acceptable (obscured faces, silhouettes, etc.). Please use good judgment.
- use the Girl Guides of Canada logo or Trefoil without going through the logo approval process.
- publish/share content (comments, tweets, photos, videos, etc.) about anything that would negatively affect BC Girl Guides' reputation.
- publish/share any content (comments, tweets, photos, videos, etc.) that could be considered defamatory, discriminatory or harassing either directly or indirectly towards anyone affiliated with BC Girl Guides.
- publish/share any confidential information about BC Girl Guides.
- publish/share personal information about any girls, members, parents, siblings, volunteers or staff affiliated with BC Girl Guides.

These guidelines apply even if the account is private or restricted to the public. Even restricted accounts can be accessed by friends/readers/followers/subscribers, who may then share the information.

Remember that once something is published on the Internet, it can never be fully erased, even after it is deleted. Cached copies of the information may be stored on the Internet, and readers may take a screenshot of the information to preserve it.

These guidelines are not meant to limit or infringe on an individual's web-based communications or stifle their manner of expression. However, it can be hard to differentiate between personal and professional (or volunteer) life when communicating. Anytime someone identifies their relationship with BC Girl Guides, they must follow the standards outlined in this document.

These guidelines do not relate to any social media accounts where an individual has not identified herself as a girl or adult member, volunteer, staff member or other affiliate, or any time when the author is clearly communicating as an individual with no reference or ties to the her role with BC Girl Guides.

Additional Considerations

The terms outlined in this document are not exhaustive. Users must take care and use good judgment when publishing/sharing information on social media.

If you see any activity on social media (or the Internet at large) that violates these guidelines, please report the incident to BC Girl Guides (publicrelations@bc-girlguides.org) and describe in detail the interaction with references to the account and screenshots when possible.

Contact the provincial public relations committee (publicrelations@bc-girlguides.org) with any questions about social media usage.

These guidelines are not optional. BC Girl Guide members, staff and volunteers are required to follow the standards outlined in this document. Action may be taken for individuals that breach guidelines.

The provincial public relations committee and Girl Guides of Canada – BC Council will review these guidelines annually.