

# Girl Scouts of Connecticut Web Page Guidelines For Service Unit Managers

GSOFACT is extraordinarily appreciative of your efforts as Service Unit Managers. You are our direct link to the volunteers and girls in many cases and therefore your role is extremely important when it comes to safety and security of our girls. In this day and age we are all aware of the prominence of internet use and the importance of internet safety. Therefore, we ask that when building your Service Unit websites that you keep safety first and foremost in your sights. Keep in mind that the web is a public venue and anyone can view the content of your site. We also ask that you create links to your Troop's websites on your Service Unit website to help us monitor them using the guidelines below.

## ➤ Guidelines

Remind your Troop Leaders to stick to the following guidelines when creating their site:

- The design and content of your Troop's website should reflect the Girl Scout program and principles. This means they should think carefully about how they want to present themselves, and Girl Scouting, as they design their web page. Have girls keep in mind that they are representing Girl Scouts. The Girl Scout Mission, Promise, and Law apply in an internet environment as well as in a Troop meeting or at an event.
- Remind your girls that pages on the internet can be read by people all over the world. A good way to test if information is appropriate for your website is to ask yourself "Would you feel comfortable having this information on a highway billboard?" If the answer is no, don't post it!
- Be wary of inappropriate language or topics on your web page. You are creating a Girl Scout Troop website, not a personal website. References to race, color, religion, age (except when referring to girl program age levels), sex, national origin, sexual orientation, marital status, learning disability, physical or mental disability, ancestry, genetic information, and any other protected class, as well as political and personal opinions, have no place on a Girl Scout web page.
- Troop websites may not be used to conduct sales of any products sold in "council-sponsored product sales," such as Girl Scout cookies and QSP. For safety and security reasons, sales on non-Girl Scout approved sites for any Girl Scout Troop/Group money earning activities may not be conducted by individual girls or adults (this includes sites such as eBay and craigslist.) However, the troop websites may be used to market products. For more information on these guidelines, please refer to *The Safety Activity Checkpoints*.
- It's always a good idea to have the Service Unit Manager, or another adult volunteer proofread your website often and regularly to be sure there are no questionable photos or inappropriate material. A fresh set of eyes may even catch errors that were originally overlooked.
- Girls can locate and download graphics off the internet or scan and include their own sketch art. Be sure they understand the rules listed below on the proper use of Girl Scout graphics and logos. Remind them graphics take up a lot of computer memory, so consider limiting the number of graphics and photos you use so that your audience will not have to wait long to see your web page.

- Girls may add links to their web page, just be sure the links are safe and appropriate for Girl Scouts. Additionally, for anyone interested in learning more about Girl Scouts, consider linking your page to Girl Scouts of Connecticut, [www.gsofct.org](http://www.gsofct.org), or GSUSA's website, [www.girlscouts.org](http://www.girlscouts.org).
- Keep in mind that their website should not request names, addresses, phone numbers or any other identifying information from visitors. Also, be sure all messages are screened carefully before posting them.
- Please provide your Leaders with suggestions for content, such as bridging poems and songs, recipes and healthy eating tips, scrap booking examples, ideas for page art, and Gold, Silver, and Bronze award project ideas and requirements. These are all examples of acceptable website content.

#### ➤ Internet Safety

Remind Troop Leaders of the following safety tips.

- Be sure to talk to your girls about being safe in cyberspace. Remind them never to give out their personal information, including name, address, school, or telephone number. Also remind them never to get-together with anyone they "meet" online without first checking with a parent.
- Encourage girls and adults to visit GSUSA and Microsoft's "Let Me Know" websites dedicated to keeping the internet a safe place for girls, <http://lmk.girlscouts.org/Home.aspx>. There is also a website for adults, <http://letmeknow.girlscouts.org/Home.aspx>.
- Sign the Internet Safety Pledge found on [http://www.girlscouts.org/internet\\_safety\\_pledge.asp](http://www.girlscouts.org/internet_safety_pledge.asp).
- If you will be including photos of girls on your webpage make sure each girl's parent or guardian agrees that photos can be used and signs a permission slip (Annual Consent Form) located in the Resource and Forms Library at <http://www.gsofct.org>.
- Protect the identity of Troop members – never use personal information (address, last name, phone number, school, or meeting location) about any girl or adult.
- Although it might be tempting to share information about upcoming Girl Scout events on your web page, in the interest of keeping girls safe, remember to never post the location of Girl Scout events, programs, Troop meetings or camps. You never know who else might be visiting your site or blog. Instead, recap and review events after they have happened.
- Advise girls to consult a Troop Leader or parent immediately if they are uncomfortable with any material they receive via email or view online.

#### ➤ Use of Service Mark, Tagline and Logo

In order to protect the image and integrity of Girl Scouts, please assist us in managing our brand and advising Troop Leaders to adhere to the following guidelines:

- The following symbols are trademarked by GSUSA:
  - Girl Scout logo,
  - all Brownie Girl Scout Try-It's,

- o all Girl Scout badges,
- o all Girl Scout project patches, official pins and awards.

In order to protect the image and integrity of Girl Scouts these symbols are not for public use. For permission to use any of these symbols on your web page, visit [http://www.girlscouts.org/terms\\_conditions.asp](http://www.girlscouts.org/terms_conditions.asp) of the GSUSA website.

- The Girl Scout service mark is composed of two parts, the symbol (trefoil with three profiles) and the logotype (“Girl Scouts”). Both parts of the service mark must be used together. The service mark must never be redrawn, repropotioned, or modified in any way. The logotype must always be in the same proportion to the symbol. A computer-generated service mark or an artist’s rendering of the service mark is not acceptable.
- The logotype accompanying the symbol may never be used as part of your message.
- If the service mark is rendered in two colors, the symbol must be green and the logotype must be black. If it is rendered in one color, the preferred color treatment for both parts is Girl Scout green. However, reproduction of both parts in black is acceptable.
- Minimum airspace around the service mark should be equal to the size of the “g” in the logotype. The service mark must stand alone as an element and not crowded in or lost among copy, design, graphic device, or any other message.
- The service mark cannot be used as a background design with type running over it. The service mark must never be used as part of a design or subject of wallpaper pattern. When using the service mark on a website, it must not move, blink, or change colors in any way. Whenever possible, the service mark should be on the left third of the web page.

Questions? Contact Megan Golrick at [mgolrick@gsofct.org](mailto:mgolrick@gsofct.org), Sharon Bellinger at [sbellinger@gsofct.org](mailto:sbellinger@gsofct.org) or [general@gsofct.org](mailto:general@gsofct.org).

Thank you for all you do, and for keeping our girls’ safety your number one priority.