

# SHARE

Your Love of Girl Scouting

Social Media Playbook



**#InvestInGirls**

Girl Scouts Nation's Capital | [www.gscnc.org](http://www.gscnc.org) | 800-523-7898

# From the Desk of the CEO

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Dear SHARE Volunteers,

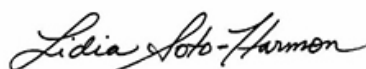
You know that investing in girls through Girl Scouts will help more than 59,000 girls in our community flourish academically, discover their unique leadership skills, develop problem-solving skills, and see the opportunity to take the lead when facing a challenge. Through SHARE, our annual giving campaign for friends and families, we give more girls the chance to learn about STEM, experience the outdoors and gain entrepreneurial skills.

We need your help to give more families the opportunity to support our Girl Scout mission.

Social media is not only great for posting vacation photos; it is also a successful platform for us to talk about the Girl Scout mission and engage our networks. In fact, research found that one third of online donations are the result of peer-to-peer fundraising. With your help, we can harness the power of social media to generate more funds to help Girl Scouts in our community thrive.

Throughout this guide, you'll find all the tips and tricks you need to be an online SHARE ambassador. Get ready to use social media to excite Girl Scout families to support SHARE, for the love of Girl Scouting. We thank you in advance for your generosity and commitment to bringing awareness to SHARE. Because when we **#InvestInGirls**, we invest in a brighter future for us all.

Sincerely,



Lidia Soto-Harmon  
Chief Executive Officer  
Girl Scouts Nation's Capital





# The Basics

There are new social media sites launching every day, but not all marketing channels are equal. What is important is to know where our target audience--our members--“hang-out.” At Girl Scouts, we focus on a few platforms where we can best interact with our members.

## Facebook

**Audience:** 1.09 billion monthly active users; majority between 35-54 years old

**Great for:** Photo albums; links; videos; longer text posts

**Skip it for:** Reaching younger audiences

**Girl Scouts on Facebook:** Over 11,000 followers; over 150,000 monthly impressions

**How to find us:** Follow us at [Facebook.com/gscnc](https://www.facebook.com/gscnc) and tag us using [@Girl Scouts Nation's Capital](#)

**Did you know** that Facebook has a donate button for business pages?

## Twitter

**Audience:** 320 million monthly active users; majority between 25-34 years old

**Great for:** Short messages or sound bites; photos; links; short video clips; interacting with other brands or companies

**Skip it for:** Lengthy text posts, photo albums

**Girl Scouts on Twitter:** Over 3,000 followers; 60,000 monthly tweet impressions

**How to find us:** Follow us at [Twitter.com/gscnc](https://twitter.com/gscnc) and tag us using [@GSCNC](#)

**Did you know** that photos take up 23 characters in a tweet? You've only got 140 characters to work with, so remember to keep your message short and sweet.

## Instagram

**Audience:** 400 million monthly active users; majority between 18-29 years old

**Great for:** Individual photos; short video clips; interacting with millennial users

**Skip it for:** Multiple photos; complicated links (hyperlinks cannot be active in your photo caption on Instagram)

**Girl Scouts on Instagram:** Over 760 followers

**How to find Girl Scouts:** Follow and tag us using [@GSCNC](#)

**Did you know** that on Instagram, more hashtags is always better? The more hashtags you use, the more people will find (and like!) your photos.

## Where are you?

Do you currently use social media? Which channels? Do you follow Girl Scouts Nation's Capital?

*Girl Scouts Nation's Capital has an open platform. We allow our followers to post to our page. Girl Scouts Nation's Capital welcomes interaction, discussion, commentary relevant to the Girl Scout program, but we ask that our users keep comments and posts respectful. Girl Scouts Nation's Capital may remove spam campaigns, cyber-bullying attacks, false messages and other posts; and ban anyone who violates these guidelines. In particular, personal attacks, inappropriate language, spamming, and excessive posting will not be tolerated. Girl Scouts Nation's Capital reserves the right to remove posts advertising commercial products, as well as those that violate Facebook's terms of service, or are inaccurate or otherwise objectionable.*



# Top Tips for Social Media

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## 1. Make it personal

Do you give to SHARE because you have great memories from your days as a Girl Scout? Or maybe you give because you want your daughter to have more opportunities to be a leader? Share it! Donors give when they can connect personally to a cause.

## 2. Add visuals

Social media users love posts that use images and video. We've provided a template at the end of this guide to get you started. Simply print out the "I give to SHARE" template, fill it in, snap a picture and get posting!

## 3. Use links

Make it as easy as possible for your followers to donate by including direct links in your posts. The hyperlink [www.gscnc.org/donate](http://www.gscnc.org/donate) will take your friends straight to the "Donate" page on our website.

## 4. Don't be afraid of hashtags

A hashtag is a way for users to search for a given topic on social media. When enough people use a hashtag at the same time, it can become a trending topic. Use #InvestInGirls when you post on Facebook, Twitter and Instagram to get the conversation started!

## 5. Timing is everything

Most people tend to use social media during a few key times during the day: when they wake up, during lunch and before bed. So keep in mind that a photo you post at 3:00 PM on a Friday might not get as many views as one posted on a Tuesday at 9:00 PM. Also important? The time of year. Ramp up your posts during the holidays when people are more likely to donate to their favorite causes.

## 6. Respect privacy

Safety and privacy are hugely important online. Before posting a picture of anyone under age 18, make sure you have parental permission to share those images. Encourage your girls to practice safe habits online, too, by checking their privacy settings and following age restrictions. Sites like Facebook, Twitter, Instagram and Snapchat require users to be at least 13 years old.



# How To: Use Social Media to Expand Awareness for SHARE

Be sure to distribute the “I give to SHARE” template, found at the end of this guide, to your volunteers.

## Sample Facebook posts

I remember all the fun I had the first time I went camping with my Girl Scout troop. That's why I give to SHARE: so every girl can experience the joy and adventure of outdoor learning. [gscnc.org/donate](http://gscnc.org/donate) #InvestInGirls [insert “I give to SHARE” photo]

Where does your contribution to SHARE go? Your donation helps girls go camping, supports girl programs and volunteer training, and provides financial assistance. What could be better than that? [gscnc.org/donate](http://gscnc.org/donate) #InvestInGirls

Did you know many employers match gifts or offer workplace giving through United Way? United Way of Nation's Capital code is 8107. CFC Campaign code is 47830. For more information: [gscnc.org/donate](http://gscnc.org/donate)

## Sample Tweets

I give to SHARE so more girls can be leaders. Will you? [gscnc.org/donate](http://gscnc.org/donate) #InvestInGirls [insert “I give to SHARE” photo]

Make your donation to Girl Scouts go even further! Find out if your employer will match your gift: <http://bit.ly/1R30gd0> #InvestInGirls

Do some spring cleaning & support Girl Scouts! Donate your car or other used vehicle to SHARE: <http://bit.ly/1SWce82> #InvestInGirls

## Sample Instagram posts

Did you know adults who were Girl Scouts tend to be happier, better educated and more committed to volunteerism? We need to #InvestInGirls to create a better future for us all. #donate #SHARE #GirlScoutsRock [insert “I give to SHARE” photo]

Growing up as a Girl Scout made me the leader I am today. When you give to SHARE, you make it possible for more girls to take part in this amazing leadership program. Consider donating today: [gscnc.org/donate](http://gscnc.org/donate) #ThrowbackThursday #InvestInGirls #inspired [insert #ThrowbackThursday photo]

Today, my Girl Scout troop had a blast learning about [xxx] through [xxxx activity]. It was amazing to see them try something new and step outside their comfort zone. If you think more girls should have opportunities like this to grow and learn, why not donate to Girl Scouts? [gscnc.org/donate](http://gscnc.org/donate) #InvestInGirls [insert picture of Girl Scout Troop]



# Happy birthday, Juliette Gordon Low!

Over 100 years ago, Juliette Gordon Low organized the first Girl Scout troop, giving girls a place to discover their strengths and talents. On **Monday, October 31, 2016**, join us in celebrating our founder's birthday as we encourage families to honor her vision by supporting Girl Scouts. Take a selfie with the birthday card at the end of this guide, and upload to your social media accounts using the captions below--or write your own! **#HappyBirthdayJGL**

## Sample Facebook post

Girl Scouts all began with one woman, who had the vision to launch a global movement. As we celebrate Juliette Gordon Low's birthday today, consider a donation to SHARE to ensure the legacy of Girl Scouting for years to come. [gscnc.org/donate](http://gscnc.org/donate) #HappyBirthdayJGL

## Sample Tweet

Happy birthday, Daisy! Honor our founder today by giving to Girl Scouts: [gscnc.org/donate](http://gscnc.org/donate) #HappyBirthdayJGL [insert birthday card selfie]

## Sample Instagram post

Over 100 years ago, Juliette Gordon Low sold her treasured strand of pearls to form the first Girl Scout troop. As we celebrate her birthday, help ensure our founder's movement continues for years to come. Consider making a donation to Girl Scouts: [gscnc.org/donate](http://gscnc.org/donate) #HappyBirthdayJGL #GirlScouts #selfie [insert birthday card selfie]

## SHARE FAQ

### How do I give to Girl Scouts?

Visit [www.gscnc.org/donate](http://www.gscnc.org/donate) to make a donation. Our Council accepts cash, checks, credit cards (online), or gifts of stock. Checks should be made out to Girl Scouts Nation's Capital.

### Where does the money go?

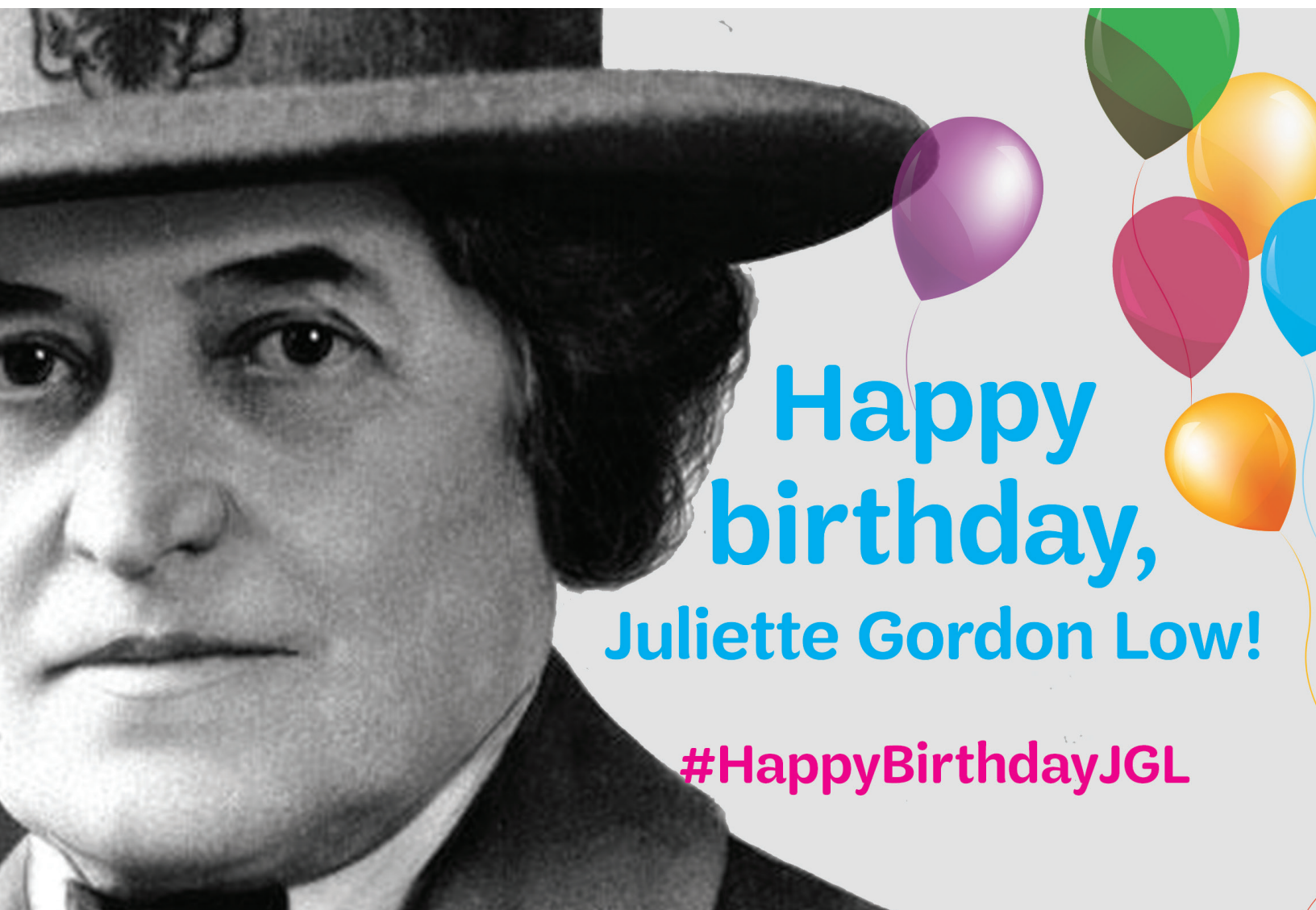
100% of your donation to SHARE stays local to support your daughter & other Girl Scouts. SHARE:

- maintains our 8 outdoor camps
- supports volunteer resources and provides free and reduced-cost training
- supports girl programs
- supports financial assistance

### Are there other ways to give?

Many employers match gifts or offer workplace giving through United Way. United Way of Nation's Capital code is 8107. CFC Campaign code is 47830. Our Council also partners with organizations like AmazonSmile and the Washington Nationals to support SHARE. Visit [gscnc.org/donate](http://gscnc.org/donate) for details.





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