

SOCIAL MEDIA TOOLKIT – Make S'more Friends 2021

Overview: At Girl Scouts, everything is designed *with, by, and for* today's girls so they can become their best selves and take on the world. This document provides a social media toolkit to use on personal social media accounts to raise awareness about Girl Scouts and invite new members to your troop!

Do you attend a workout class like Yoga every Wednesday morning? Are you a member of a community parent group that meets on Zoom or in-person? Not only can you use this toolkit for your personal social media platforms, but think about those community groups that you are involved in. Let's spread the Girl Scout word to those tight-knit groups you're a part of outside of Girl Scouts!

Please feel free to customize messaging to include troop events, SU information and events, and include some personal Girl Scout stories to personalize. There are sample messages below, but here's a guide to help you create your own content for maximum engagement.

Tone: Keep the tone of your social media content optimistic, knowledgeable, supportive, bold, encouraging, and inclusive.

Content themes: Content centered around the themes below can generate more engagement. Try to include any of these themes at the beginning of your content as a great hook to draw in your reader's interest. Be sure to include some of your own personal stories, too!

- 1) *Service Unit-specific:* Present key events that your troop participates in in your SU. Mention that troops are always forming or welcoming new girls!
- 2) *STEM:* Showcase women and girls in science, technology, engineering, and math—from both the present and the past.
- 3) *Outdoor:* Emphasize the familiar, outdoor brand of Girl Scouts.
- 4) *Statistics:* Share data about the successes of Girl Scouts and empowered women (some stats to use below).
- 5) *Alum/role models:* Give shoutouts to well-known [Girl Scout alums](#) or strong female figures.

Stats you can use:

- 68% of parents say their girl did the activities they wanted her to do.
- 65% of parents agreed that their Girl Scout participated in a variety of activities.
- 79% of parents say their girl benefited from her Girl Scout experience.
- 68% of parents say they had opportunities to bond with their Girl Scout
- 89% of parents say their daughters are happier because of Girl Scouts.
- 90% of parents say their daughter has gained more new experiences through Girl Scouts.
- 80% of Girl Scouts say they're confident in who they are and what they can do in the world.
- 95% of parents say she's made more friends through Girl Scouts.
- 89% of parents say their daughters are happier because of Girl Scouts.
- 90% of parents say their girl has gained more new experiences through Girl Scouts.
- 80% of Girl Scouts say they're confident in who they are and what they can do in the world.
- 94% of parents say they're proud that their girl is a Girl Scout.

SOCIAL MEDIA CONTENT:

Website Links to Use: gsneo.org/join

General Messaging:

Please use with photos of Girl Scouts. Photos of girls camping or gathered around a campfire would work great!

- At Girl Scouts, she'll become her best, most resilient self—ready to take on the world in her own unique way. Our Girl Scout troop is welcoming new girls and we'd love for you to join us! Sign up now at gsneo.org/join and enter Troop##### when prompted, or message me if you have any questions about Girl Scouts in our area!
- At Girl Scouts, we don't focus on perfection—only on her potential. Get ready to see her shine like never before. We'd love your girl to join our troop so she can discover a world where she can do anything! Visit gsneo.org/join and enter Troop#####. Feel free to send me a message if you have any questions about Girl Scouts!
- The world is challenging. Girl Scouts prepares her for every curve in the road. *[Here you can include a personal story about how Girl Scouts has prepared you for an event, challenge, etc.]*. To register your girl and join our troop, visit gsneo.org/join and enter Troop#####!
- She'll change the world in a way that's compassionate, courageous, and true to who she is. And Girl Scouts will be there every step of the way! Our Girl Scout troop is welcoming new girls, and we'd love for you to join us! Visit gsneo.org and type in our troop number (Troop#####).