

Guidance Note:

Girl Guide Websites and Social Media Accounts



About this document

This Guidance Note is to support those Adults in Guiding who are responsible for setting up websites and social media accounts linked to Girl Guide activities. **This document is provided as a supplementary document to support the procedures for Child Safe Child Friendly Element 10 – Girl Guiding in Practise: Clause 8 Digital Platforms.**

Please note: Social media and digital platforms are changing regularly. The information in this Guidance Note is current at the date of publication.

Girl Guide Websites and Social Media Accounts

Websites and social media accounts are a great way to share with others the exciting activities and opportunities Girl Guiding provides to girls and young women. Only websites and social media accounts approved by a Girl Guiding in Australia entity (i.e., Girl Guides Australia or a State Girl Guide Organisation) are considered official sites. Approval is given in writing by the CEO or relevant Commissioner (or in the case of GGA, the Chief Commissioner). Approval will only be granted if there is direct oversight by the Girl Guiding in Australia entity.

All other websites or social media accounts are considered unofficial sites. Whether these unofficial sites are specifically for members or open to the community ALL pages and accounts must meet the following requirements:

- Be registered with the relevant SGGO or GGA. For example; Unit Facebook Pages are to be registered with the relevant SGGO. Pages or websites with a broader reach (i.e., to members in multiple SGGOs) are to be registered with GGA. When unsure, the Page Administrator must register the page with the SGGO of which they are an Adult in Guiding.
- The Adult in Guiding setting up these pages must use their best knowledge to use appropriate security settings (see the information below on Creating a Social Media Account).
- Include the following disclaimer on Girl Guide websites:

'This site is not an official site of any Girl Guiding in Australia (GGiA) entity. GGiA takes no responsibility for the content of this site.'
- Include the following disclaimer on Girl Guide Unit Facebook pages:

Opinions expressed are those of the contributor only, and do not represent the official views of the Girl Guides Australia or [SGGO]. The Girl Guides Australia and [SGGO] accepts no liability for the content, and disclaims all responsibility for any loss or damage which may arise from the information contained on its social media sites.

Links to external websites and other social media sites are provided as a convenience to users. Such sites and associated content are not under the control of the Girl Guides

Australia and [SGGO]. The inclusion of any link does not imply endorsement of that website, service or social media site by the Girl Guides Australia / [SGGO]. Girl Guides Australia and [SGGO] are not responsible for the content or reliability of links, or for any loss or inconvenience arising from their use.

The [SGGO] reserves the right to permanently remove unsuitable content from its `social media sites and accepts no liability for any loss or damage caused by, or in connection with, such removal.

The [SGGO] reserves the right to remove any abusive or offensive content/comments from its pages.

- Include the following disclaimer on other social media pages:

Opinions expressed are those of the contributor only, and do not represent the official views of the Girl Guides Australia or [SGGO].

- The corporate graphic and publications standards set out in the [GGA Brand Style Guide](#) must be maintained. Any use of the GGiA logos must be in accordance with the [Logo and Style Guide](#).
- The content of the account or site should be current and conform to all GGiA policy and procedures (this means *Guide Lines* and any additional policy or procedures of the relevant SGGO).
- No GGiA social media platforms or other digital platform communication may contain access to any personal information unless that information is disclosed in accordance with an existing consent (such as under the GGA Privacy Policy) or access is password protected.

Creating a Social Media Account

Included below are some basic cyber security instructions which should be considered when creating social media accounts. The guidelines do not include advice on security against phishing and other cyber-attacks that may seek to access personal data or accounts.

Facebook

Creating a secure Facebook Page to share content about your Girl Guide Unit or event is a great way to connect with the parents/guardians of Youth Members or Adults in Guiding. To support the security of your Facebook Group Page the following should be followed:

Setting up your account	
Create an account	Creating an Account Facebook Help Center
Create a strong passphrase	Set secure passphrases Cyber.gov.au
Creating a Private Facebook Group	What's the difference between a public and private Facebook group and how do I change the privacy setting? Facebook Help Center
Keeping your Facebook Account Secure	
How to keep your Facebook Account Secure:	Keeping Your Account Secure Facebook Help Center

How multi-factor (two-factor) authentication works on Facebook	How two-factor authentication works on Facebook. Facebook Help Center
Set up multi-factor (two-factor) authentication	Turning on Two-Factor Authentication – Facebook Cyber.gov.au
Set Security Login Notifications to Messenger	Login Alerts and Two-Factor Authentication Facebook Help Center

Unit, District and Region Facebook Pages may also be set-up to share general information about Girl Guiding. All content and images shared must meet the requirements included above.

Facebook Messenger

Securing your Facebook Page does not automatically secure your Facebook Messenger account. The guides below provide oversight on how to set up and secure your Facebook Messenger account:

Setting up your account	
Create an account	How do I create a Facebook account? Messenger Help Centre
Create a strong passphrase	Set secure passphrases Cyber.gov.au
Keeping your Facebook Messenger Account Secure	
How to keep your Facebook Account Secure:	Keeping Your Account Secure Facebook Help Center
Set up multi-factor (two-factor) authentication	Turning on Two-Factor Authentication – Facebook Messenger Cyber.gov.au
How to lock Facebook Message on your device (not computer)	How do I lock the Messenger app on my device? Messenger Help Centre

Instagram

An Instagram account can provide connection with your Peer Group (who are 16 years or older) or Unit parents/guardians. The guides below provide oversight on how to set up and secure your Instagram account:

Setting up your account	
Create an account	How do I create an Instagram account? Facebook Help Center
Create a strong passphrase	Set secure passphrases Cyber.gov.au
Keeping your Instagram Account Secure	
How to keep your Instagram Account Secure:	Security Tips Instagram Help Center
Set up multi-factor (two-factor) authentication	What's two-factor authentication and how does it work on Instagram? Instagram Help Center

Adding link to GGA Privacy Policy and Disclaimers Facebook

All Girl Guide Facebook pages must include a link to the Girl Guides Australia Privacy Policy and include the appropriate disclaimer in the location listed below in red. The policy and disclaimer can be added to the **About Section** of the appropriate page under **Privacy and Legal Info**.



Adding link to GGA Privacy Policy and Disclaimers Instagram

All Girl Guide Facebook pages must include a link to the appropriate disclaimer in the location listed below in red. The policy and disclaimer can be added to the **Bio Section**. There is a character limit in Instagram Bios of 150 characters.

Meta Accounts Center
Manage your connected experiences and account settings across Meta technologies.

- Personal details
- Password and security
- Ad preferences
- Payments
- See more in Accounts Center

Edit profile

- Professional account
- Apps and websites
- Email notifications
- Push notifications
- What you see
- Who can see your content
- How others can interact with you
- Supervision
- Help
- Switch to personal account

Edit profile

Website
Website
Editing your links is only available on mobile. Visit the Instagram app and edit your profile to change the websites in your bio.

Bio
Empowering girls and young women to discover their potential as leaders of their world #girlguidesaustralia
107 / 150

Gender
Female
This won't be part of your public profile.

Show account suggestions on profiles
☒ Choose whether people can see similar account suggestions on your profile, and whether your account can be suggested on other profiles. [?]

Submit

Add disclaimer to bio

Some Useful Definitions

Term	Definition
BCC	Blind Carbon Copy and means when you BCC someone on an email it sends them a copy of the email but conceals their email address from all other recipients.
Multi-factor authentication	The creation of multi-factors to identify access to an account (typically in addition to passwords or passphrases).
Official Site	An official site on a digital platform which is operated and maintained by GGA or an SGGO.
Page Administrator	The individual or individuals who manages the social media page.
Passphrase	A string of words that must be used to gain access to a computer system or service:
Password	A string of characters that allows access to a computer system or service.
State Girl Guide Organisations (SGGO)	Girl Guides New South Wales, Australian Capital Territory & Northern Territory, Girl Guides Queensland, Girl Guides South Australia, Girl Guides Tasmania, Girl Guides Victoria and Girl Guides Western Australia.
Volunteers	A person doing unpaid work for or on behalf of GGA or a SGGO. All Adult Members are considered to be Volunteers.
Youth Member	Current financial Members of a SGGO under 18 years of age.

For more definitions used in the Child Safe Child Friendly Framework – refer to the [CSCF Definitions and Abbreviations](#) document on *Guide Lines*.