

Social Media

Social media is a great way to keep both your current members informed of what is going on, plus link up to other community groups and potential new volunteers. Most people now have access to social media on their phones, and for our target potential volunteers this is a great way to see the positive impact Girlguiding has on communities. The 3 types of social media I will talk about are Facebook, Twitter and Instagram.

Facebook:

You can use Facebook in two different ways. One way is to create a 'secret' group where you invite your girls parents to join, and keep parents informed of all that is going on that way. Pro's are that you can get information out quickly, as parents can set notifications that you've posted a message. Cons are that you need to keep on the ball of who is in the group, and as soon as a girl leaves your unit, you need to remove their parents, and when they join, add them. You also have parents occasionally that aren't on Facebook, and so you need to arrange with them how you will communicate. Keep it simple.

The other way to use Facebook is to set up a 'page' for your unit, district or division, and use this to advertise general Girlguiding things. This is for all members of the public, so you need to consider what you share, and make sure it shows positive engaging posts. With pages, the more you interact and share posts and add posts, the more visible your page will be. This is a great way to gain new volunteers, as they see typical guiding, rather than specifics.

If advertising for girls or leaders, Facebook Marketplace and Buy and Sell groups are brilliant. Key times to add adverts are after the morning school run, lunch times and late evening - these times seem to get the best responses. Be prepared for random questions - when advertising for leaders, you will always get people ask for their local Brownies. When advertising for girls, you'll get "My daughter is on the 5th Somewherefaraway Rainbows list, do you know how much longer she has to wait?".

Remember to check your Facebook account regularly, as you will get regular notifications of people posting to your page, group, or sending you direct inbox messages.

Twitter:

Twitter is a great way to advertise all of the fabulous things we do in Girlguiding. It's a great tool for awareness, but I haven't found it particularly useful in gaining new volunteers. With Twitter, you need to 'follow' people to make them aware of your existence, so it can be easy to get into a rut of following all other Girlguiding groups to build followers, but that doesn't attract others from outside of Girlguiding. However, if you have news you want to share (such a local community action project) or you just want to show people what your unit have been up to, then Twitter is a great social platform. The use of hashtags (#) means you can find like-minded people, for example #ForTheGirl or #KnowMyPlace or #Guiding will take you to lots of similarly themed tweets. You can easily add photos, so for quick, showing-the-world-what-we-do social media, this is the place to do it.

Instagram:

Instagram is like twitter, only the opposite format. You post a photo, and write a short description underneath, whereas on Twitter you write short message, and then add a photo underneath. People scroll through Instagram for photos that catch their eye, so the photos you post need to be representative and fun. It's all about your followers seeing your posts, so try following lots to get them to follow you back. Adding hashtags and locations will also help other people find your posts, and make sure you include a way for people to get in contact in every message.

Girlguiding official social media information can be found here

- <https://www.girlguiding.org.uk/making-guiding-happen/running-your-unit/safeguarding-and-risk/staying-safe-online/using-social-media/>

A description on social media promotion can be found here

- <https://www.girlguiding.org.uk/making-guiding-happen/growing-our-membership/promoting-guiding/promoting-guiding-online/promotion-using-social-media/>

And a little bit extra on websites can be found here

- <https://www.girlguiding.org.uk/making-guiding-happen/growing-our-membership/promoting-guiding/promoting-guiding-online/>