

## How-to's of Online Communication

In an effort to provide a starting place for service units and troops wanting to enhance their communication with members of their service unit or troop, the GSGLA Communications Go Team compiled a list of handy resources. The team hopes that this will provide enough information for volunteers to feel comfortable getting started with Twitter, Facebook, and Shutterfly in Girl Scouting. The Go Team welcomes suggestions for additional “How-to” resources to enhance this document; please send helpful links to [data@girlscoutsla.org](mailto:data@girlscoutsla.org) with an explanation of its benefits.

**More in-depth information about using social media within a service unit can be found in the [Communication Coordinator Manual](#) on the GSGLA website. Before launching a website or social media page/group for a service unit or troop, please review [GSGLA's Troop or Group Web Page Guidelines](#).**

### TWITTER

Why Twitter? Twitter is a social media site for getting information out in the moment and with limited space (140 characters). Pictures and links to websites and Facebook can be inserted. Consider using it as a quick reminder of due dates or deadlines, or as an up-to-the-minute record of what is happening at an event.

Twitter is public, though you may create a private account in which only the followers you approve may view your Twitter page. If you choose to have a public page, there is no expectation of privacy. Private pages are only viewable to your approved followers, but be sure to communicate with your followers that you do not want your tweets to be shared with others. There is no storage of documents. Keep in mind that when tweeting about girl events you may not want to say anything about where you are. But it is a fun way to keep friends and family in the loop about what is happening right now. Older girls can be in charge of tweeting about the camporee throughout the weekend, giving parents a look at what is happening. You could tweet about your next cookie boothing spot, or the deadline to turn in your permission forms.

**Twitter Tutorial 2013, four parts, on You Tube by Anson Alex:** This tutorial has good information about setting up a Twitter account and then using Twitter. It is not Girl Scout specific.

[Part 1: Introduction and User Interface](#) – 12 minutes

[Part 2: @ Mentions and Interactions](#) – 10 minutes

[Part 3: Using Hashtags](#) – 7 minutes

[Part 4: Privacy Settings](#) – 7 minutes

### FACEBOOK GROUP

Why Facebook? Facebook is a social media tool used by many people. Its main focus is sharing information and discussion. Discussions are in the moment and can be difficult to find after a few days. Facebook has storage for documents and pictures, but not in an organized way. These items are listed in the order they are uploaded.

Facebook Group – A group account is different than a regular Facebook account. To belong to a Facebook group you must be invited. There are various levels of privacy for groups which are explained in the third link below by Eric Spellman. GSGLA suggests that any Facebook Group that lists personal information such as phone numbers,

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addresses or locations of girl events is a CLOSED group. Troops should consider only having closed groups. The Open option should be discussed in detail with parents as it is totally public for viewing. Anyone can see everything. Service units might decide to have an OPEN group, but please be very careful about posting personal information, such as a service unit roster.

**[Facebook Group Instructions](#)**: Simple written instructions from Facebook about how to set up a group. A side bar on the left gives additional information about groups and how to administer them. – 15 minutes

**[Facebook Group Set-Up](#)**: This YouTube video has step-by-step directions provided by Tamara Swedberg, a professor at Rutgers University, who demonstrates setting up a group for her class. – 3 minutes

**[Facebook Group Privacy Settings](#)**: This YouTube video by Eric Spellman gives a detailed explanation of the three privacy settings for Facebook Groups. – 4 minutes

## **SHUTTERFLY SHARE SITE**

Why Shutterfly Share sites? These sites are very much like websites. They offer the ability to store information in an organized way. Things like forms and event information can be stored to be accessed by members whenever they are needed. These sites also have the ability to send notifications out to members to remind them of events or commitments they have made.

A Shutterfly Share site can be as simple or varied as you like. It is a free site with no obligations of any kind. It gives you a place to store information such as a roster, calendar, event information, messages, photos, or sign-up sheets in an organized and easily accessible way. Shutterfly Share sites can be “Open” or “Members Only.” An Open site can be viewed by anyone in the public who has the site address. In a Members Only site, the members must be added in advance by the administrator and sign-in through their personal Shutterfly log-in. GSGLA recommends Members Only if any personal information is listed such as a group roster, or if location of girl events is posted. This is recommended for all troop accounts.

**[Types of Shutterfly Share Sites](#)**: This Shutterfly-created web page provides information on different types of Shutterfly Share sites: youth groups, families, etc., showing how you can specialize the pages to match your group’s needs. You can see sample sites for each kind of Share site. But you can also add or change the types of pages you use once the Share site has been established. There is also a three-minute video that gives a short overview, and a link to start the set-up of your new site.

**[Share Site Set-Up Instructions](#)**: This Shutterfly-created site provides step-by-step instructions for setting up the share site using the left side bar. It also has the option to print a PDF of the instructions. If you want to know all your options for the site in advance, this would be a good resource to read through before you begin.

**[Troop Leader’s Experience Using Shutterfly](#)**: This link is to a Missouri Girl Scout Leader’s Blog, Lora Brinkman – Girl Scout Leader 101. She talks about her experience setting up a Shutterfly Share site for her troop. You will get a leader perspective, but it does not cover all the options that are available for a Share site. She gives some information about using a Share site page for different purposes.

*(Note: This document was created by volunteers as a service to Girl Scouts of Greater Los Angeles (GSGLA) members. Resources listed do not constitute an endorsement of approval by GSGLA for any products, services, opinions of any corporation, organization, or individual. Furthermore, GSGLA bears no responsibility for the accuracy or legality of content presented in these links to third party resources.)*