

## Tips for spreading the news about your Girl Scout activities

Show your Girl Scout pride! It helps the public to understand what Girl Scouting is all about when people can see how we are working to make the world a better place. Here are some ways you can help spread awareness of Girl Scouts.

### Share photos and videos of your activities

Whether on social media, through the Troop Spotlight, or other means, it's great to show what Girl Scouts do. Have you marched in a holiday parade? Perhaps you led the Pledge of Allegiance at a town or school meeting. Did you take a field trip and learn something about the world? Maybe you took action to clean up a park or donate food to a shelter or food bank.

Keeping in mind that you want to use photos or videos of people who have given permission to use their image, adults can post to their community Facebook page, Instagram, or other social media. Girl Scouts will want to involve their caregivers. Community newspapers welcome good news and will often run photos of Girl Scout activities – find their email and send a photo with a caption explaining the activity and who is involved. The council's Troop Spotlight is a great way to share photos – send your photos and supporting information to us at [customercare@girlscoutsgwm.org](mailto:customercare@girlscoutsgwm.org).



### Who helped you?

Give credit to anyone who donated items, service, or time to your troop. Gather quotes from them saying what they think of your troop or activity. Include quotes in a letter to a newspaper about your work. Get a photo of the whole group! We love to see our adult volunteers in photos with their Girl Scouts.

## Share photos and videos of your activities (cont.)



### Tips for taking photos

Get a group shot and a close up. If you can capture emotion, that's better. Try both vertical and horizontal shots.



### Tips for taking videos

Short works best. Most social media posts work better in a vertical format.

## How to share

### Tell the world!

Share your photos and work with your local newspaper, your community Facebook group, your local school board, your faith community, anywhere you can think of. Of course, get your caregiver's support and approval. They can post online or help you write a letter and send it to a newspaper. The council can help with that, too! Just ask us through Customer Care – [customercare@girlscoutsgwm.org](mailto:customercare@girlscoutsgwm.org) or 888-474-9696.

### Places to share your story:

- Post to your local Facebook community group or other social media that your grownups approve of
- Notify your local paper - we can help if you don't know who to contact
- Reach out to your local community public television channel if you have one
- Present to your school board
- Set up a display at your place of worship
- Write a letter to your town council, board of selectmen, mayor, or other local government board
- Send a letter to the CEO or board of the nonprofit you worked with on the project
- Email your state representatives
- Post on online bulletin boards like Front Porch Forum
- Send photos and a small writeup to local magazines like Greet Bedford
- Tell Girl Scouts of the Green and White Mountains – we would love to see what you have done!