Social Media Policy

We want to encourage you to make the most of social media to share your Trefoil Guild stories

However, it's important that you are aware of the potential risks around social media and networking online. This page covers guidance on using social media to promote and organise your Guild.

Using social media to promote and administer your Guild

- Creating a social media profile
- Using social media is one way to promote your Guild. As well as following Girlguiding’s guidance on [setting up a social media page](https://www.girlguiding.org.uk/making-guiding-happen/growing-our-membership/promoting-guiding/promoting-guiding-online/) ensure that your Members have given consent to share information in your posts and photo permissions have been given.

- Setting up groups on Facebook

Sometimes Guilds may want to create Facebook Groups. These groups are easy to set up and you do not have to be friends with someone to invite them. However, when setting up your group, make sure that you:

- create a private ‘closed’ or ‘secret’ group - so that no one can see who belongs to your group unless they are a member
- adjust your privacy settings to moderate who can become a member of your group
- only invite/accept people who you know - just because they have asked to join does not mean they are members of The Trefoil Guild.
- ensure content of the group is appropriate and relevant for the age of its members
- have a minimum of two administrators, whose job is to moderate interactions and flag any concerns - the administrators will be able to remove, or not allow, inappropriate posts to be put onto your site.

Asking your Guild or group to follow an online or social networking code of conduct - you can create this yourself. This might include encouraging members to be respectful online. You may want to stipulate certain areas which are not appropriate - for instance selling items, non-trefoil guild related posts
Girlguiding produces a useful booklet called “A Safe Cyberspace - Making the most of digital tools in guiding” - some of which you may find helpful https://www.girlguiding.org.uk/globalassets/docs-and-resources/safeguarding-and-risk/a-safe-cyberspace.pdf.

It is important to remember that it is not appropriate to share named photographs of other Trefoil members (or indeed other people) unless you have their written consent for each occasion on which you wish to use their pictures.

It is also important to remember that any photographs used must be carefully catalogued with membership number and the occasion on which it is used. Members may request photos held to be deleted or may ask for dates and situations in which they have been used.

General photographs of your Guild having fun or on an event - where members are not named - are acceptable. It is not however acceptable for a guild member to forward these to others with names attached. Guilds should be actively discouraging the sharing of photographs amongst themselves.