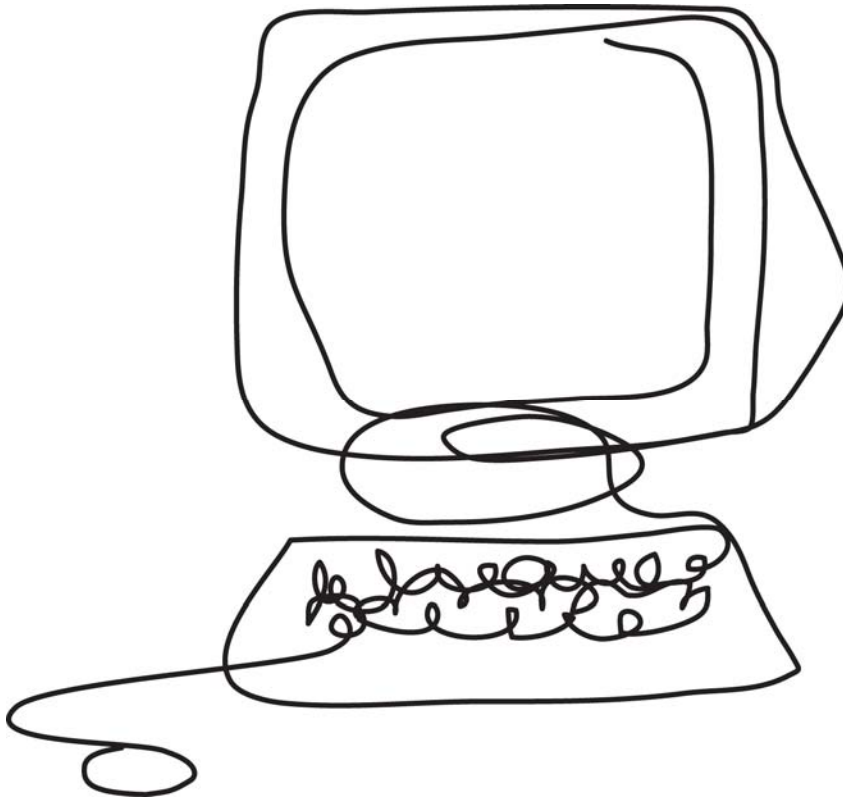


Safety-Wise

Changes to Internet Policy



The 411 on Online Marketing for Girl Scouts

This overview enables Girl Scouts to use online resources in a safe and fair manner.

Sales on the Internet of products sold in Council-sponsored product sales are not permitted.

Marketing these products using the Internet—including order taking—is permitted in accordance with GSUSA guidance and with parental permission and supervision.

“Must do” for all Girl Scouts

- ◆ Read and sign the current Girl Scout Internet Safety Pledge with your parents/guardians
- ◆ Obtain parent/guardian permission to participate in the Girl Scout Cookie Program. In addition, permission must be given and oversight must be available for any product activity using online resources
- ◆ Know and follow the rules for selling and delivering Cookies, whether door-to-door, at Booths, special events, or as a follow-up to an email commitment.

“Can do” for all Girl Scouts

- ◆ All girls can use GSUSA - approved vendor email tools to inform friends, family, and former customers within Council zip code(s) when they are selling Cookies
- ◆ All girls can use Troop email overseen by an adult (such as **Brownies547Colorado@gmail.com**) a parent/guardian’s address in partnership for sending emails to friends and family, and/or a static group web page for marketing. However, you must tell people what your Council’s zip codes are
- ◆ All girls can manage an online database of customers on the vendor’s site. They can also create their own database, as long as the privacy of customers is respected

“Cannot do” for Girl Scouts and their parents/guardians

- ◆ Cannot exchange money online for product sales
- ◆ Cannot accept commitments for product sales from outside your Council’s zip code(s), unless from family members

What Girl Scouts can tell customers

- ◆ Who they are (a Girl Scout, but also a friend, a relative, a daughter of a friend, and so on)

- ◆ What they are selling
- ◆ Why they are selling (*share your personal and Troop’s goals, as well as how product sales benefit the Girl Scout Council in your community*)
- ◆ How much the product costs
- ◆ What options they have for purchasing Cookies as a gift for others
- ◆ How to purchase product: Ask for a commitment—what would they like to order or have set aside for them? Any of the following may apply:
 - Tell them when the order is due and when Cookies will be available for delivery
 - Tell them where they are selling (*Booth Sale at a certain time, at a place of worship*)
 - Ask when it would be convenient to deliver with an adult’s supervision
 - Ask them to give a callback number and a delivery address in your community or Council zip code area, and then follow the rules for selling Cookies for your grade level (*remember, not to give out your personal email or address*)

All that and more for Girl Scout Juniors and Cadettes

- ◆ They may sign up to receive orders from your Council based on customer zip codes, overseen by an adult volunteer. Be sure to follow up on all leads following all product sale safety rules—but never by themselves or without adult supervision
- ◆ Sign-off on the Girl Scouts Online Safety Pledge and complete the sections on *Online Devices* and *Netiquette* on the girls LMK pages (*Let Me Know*) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx>
- ◆ If there are any issues with delivery, immediately contact the adult in charge of Cookie deliveries for the Troop. (*His or her number will be on the delivery slip from the Council*)

All that and more for Girl Scout Cadettes, Seniors, and Ambassadors (age 13 and older)

- ◆ Sign-off on the Girl Scout Internet Safety Pledge, as well as complete the section on **Social Networking** the girls LMK pages (*Let Me Know*) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx> approval of what is to be posted.
- ◆ Girls, 13 and older can use social networking sites (*Facebook, MySpace, and Twitter*) to market product, as long as they have a parent/guardian’s permission, are under adult supervision, and follow *Safety-Wise* and *Volunteer Packet* guidelines. Girls, 13 and older, can use *YouTube* for marketing, but must have parental permission and meet any Council guidelines provided

Safety — Wise Updates

Girl Scout Program Standards and Activity Checkpoints Related To Girl Scout Product Sales, Money-Earning, and Internet Use.

Standard 30 (Revised 7/2008, 7/2009)

Council-Sponsored Girl Scout Product Sale Activities

Girls can participate in no more than two Council-sponsored product sale activities each year, and only one of these may be a Cookie sale. The percentage of money allocated to participating groups is determined by the Council and is explained to girls and adults as part of the product sale activity orientation. Girl Scout Daisies may participate in Council-sponsored product sales in girl/adult partnership as part of the Girl Scout Leadership Experience. (Amended by GSUSA Board 6/15/2008.)

The selling of Girl Scout Cookies or other Council-sponsored products is an integral part of the Girl Scout Leadership Experience, built around financial literacy. Girls also learn to set goals, budget, plan, market to others, work as a team, and develop other skills necessary to a successful sale activity. Adults serve in a supporting role but should never assume sole responsibility for sales. Refer to the activity checkpoints for “Girl Scout Cookie/Council-Sponsored Product Sale Activities.”

All girl members may participate in Council-sponsored product sales activities, under volunteer supervision. Councils set guidelines and establish procedures for conducting the sale and determining how the proceeds and recognition system will be managed. Councils also provide educational sessions on the procedures to follow, through a cascading staff and volunteer effort. Adults must monitor, supervise, and guide the sale activities of all grade levels. Girl Scout Daisies, Brownies, and Juniors must be accompanied by an adult at all times. Girl Scout Cadettes, Seniors, and Ambassadors who participate in door-to-door sales must be supervised by an adult. All girls use the buddy system at all times.

Adult volunteers, girls, and their families should understand how Cookie proceeds are used, so that they can explain this to the public. Parents and guardians grant permission for girls to participate and are informed about the girls’ whereabouts when they are engaged in product sale activities.

The Council retains some of the proceeds resulting from product sales to support program activities and participation of all registered Girl Scouts. Income from product sales does

not become the property of individual girl members. Girls are, however, eligible for incentives and Cookie credits if their Council offers them.

When selling, girls should be identifiable as Girl Scouts by wearing a Membership Pin, official uniform, uniform component, or Girl Scout clothing.

Money due for sold products should be collected when the products are delivered to the customer or as directed by the Girl Scout Council. Personal customer information should remain private. In particular, customer credit-card information obtained at Booth Sales or other events should not be held or collected on paper by girls.

Basic Online Guidance for Product Sales

Girls can use email and age-appropriate Internet functions as online **marketing tools** to let family, friends, and former customers know about the sale and collect indications of interest.

Any use of the Internet as an online marketing tool by Councils and girls must adhere to current GSUSA and Internet provider guidelines related to:

- ◆ Safety
- ◆ Internet etiquette
 - Age requirements
 - Parent/guardian permission
 - Adult oversight
 - Council jurisdiction (*by zip codes of the Council*)

Guidelines for online product sales include use of parentally supervised email and texting as a marketing tool, and/or use of a customer commitment tool (*such as an ecard or blind email provided by product vendors*) to communicate with family, friends, and former customers.

- ◆ Product related email is not intended to be spam (*unwanted email*). Girls or their parents should not broadcast emails to parental membership lists or place-of-employment email directories
- ◆ Girls, their parents, or a third party may not accept payment for Girl Scout product to be sold by girls online, with the exception of Girl Scout magazine vendors
- ◆ Customer email addresses from current and past years should be treated with respect and girls should be instructed on privacy issues

Safety — Wise Updates

As a Girl Scout, girls must never:

- ◆ Use or post a personal email, personal street address, or phone number on a site. Instead, use a blind email provided by GSUSA-approved vendors, a group e-mail address, or an email address shared by an adult
- ◆ Take orders from prospective customers outside of the Council's zip code. Refer an online prospect from outside the council's ZIP code to **www.girlscoutcookies.org** to find a local Council that can deliver Cookie orders

The Girl Scout Council should have a system in place that instructs girls how to follow-up and be involved when GSUSA referrals are sent to the Council from **girlscoutcookies.org**. Any referrals via **girlscoutcookies.org** or other Cookie finders related to zip codes should be fulfilled by and credited to girls. Remember that Girl Scout Councils do not sell Cookies; girls sell Cookies

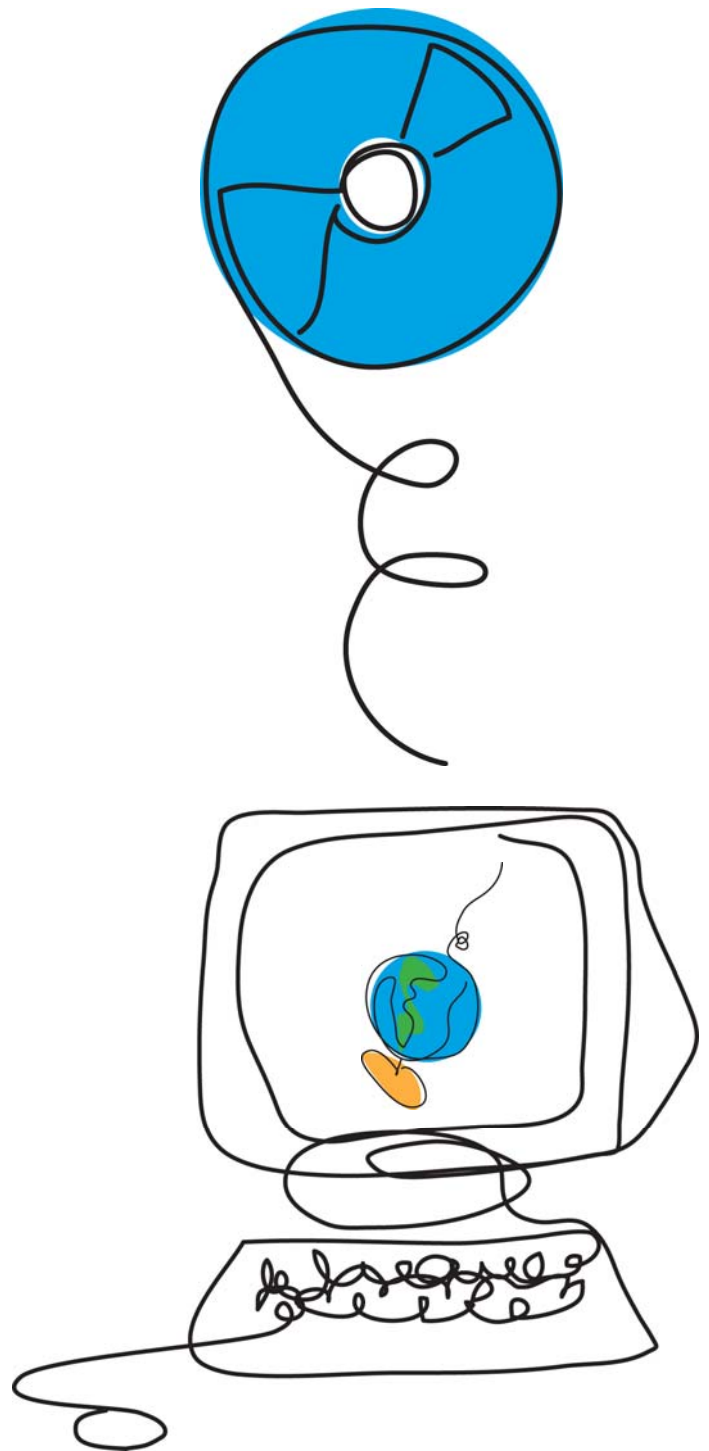
Girls must stick to Council zip codes as sales territory unless their Council makes specific arrangements that are agreed to with adjacent Councils (*such as a regional mall shared by Council customers.*) Even within a Council's zip code, however, girls and their parents or guardians must be willing to make delivery arrangements. Girls may also sell to relatives outside of a Council zip code.

Online Social Networking Sites

Any use of a social networking site (*such as Facebook, Twitter, MySpace, YouTube, Flickr*) for Girl Scout Program activities, including marketing and/or collecting customer commitments must:

- ◆ Meet age limits and terms of use requirements set by the provider and laws governing Internet usage (*age 13 and above*)
- ◆ Have parental permission for use of the tools and for posting of any photos
- ◆ Reference the **www.lmk.girlscouts.org** for guidance around social network safety
- ◆ Follow safety guidelines for Girl Scout product sales in any follow-up on orders

Any use of online video sharing sites where the video is representing Girl Scouts or Girl Scout product must follow specific age and requirements for that site, as well as follow any Council guidelines and have Girl Scout photo release forms signed by parents/guardians and any adults pictured. It is recommended that forms be scanned and stored electronically by the adult in charge and/or the Council.



Safety – Wise Activity Checkpoints Update

Girl Scout Cookie/Council-Sponsored Product Sale Activities

Activity Checkpoints (Revised for 2009)

Written permission is obtained from a girl's parent or guardian before the girl participates in a Council product sale. Specific permission must be given for a girl's use of the internet for product marketing. A parent, guardian, or other adult must know each girl's whereabouts when she is engaged in product sales, and if and when she is involved on the internet.

- ◆ Girls may use phones and email messages to alert friends and relatives to product sales and accept customer commitments as mail or call backs for the Girl Scout Cookie sale. Girl Scout Cookie product partners are providing secure sites for girl use. Girls who are 13 or over may use social networking sites to market product; however, they must follow their Council's and GSUSA guidelines
- ◆ Girls writing notes for recipients of product emails or announcements online should sign with their first name only, their Troop number or name, and their Council name. Personal emails or street addresses of girls should never be used. Instead, use one of the following:
 - A blind return address account where the girls' name or personal email is not revealed to the customer and is instead hosted on a secure site (such as provided by our product sale partners)
 - A Troop account monitored by an adult
 - An adult email account supervised by an adult
- ◆ Girl Scouts should observe Council jurisdiction (by zip codes) when marketing product in person or online. Prospects that come from outside the Council jurisdiction should be referred to the Council finder at www.girlscoutcookies.org Girl Scouts should observe Council jurisdictions when selling Cookies in a parent's or guardian's place of work, unless arrangements are made to accommodate all Girl Scout families connected to that workplace.
- ◆ Girl Scout Cadettes through Ambassadors must sell in the buddy system and have adult oversight.
- ◆ Girls learn and practice personal protection skills as outlined in GSUSA- and vendor-provided activity materials. For example:
 - A designated adult's telephone number and/or Troop email overseen by an adult is given for reorders or complaints; a girl does not give out her telephone number or personal email.
 - Girl Scout Cookies® and Girl Scouts® are trademarked by Girl Scouts of the USA and cannot be used to endorse products or services. Any questions regarding the use of Girl Scout Cookies or the name Girl Scouts must be addressed to the Girl Scout Council or trademarks@girlscouts.org
- ◆ The Girl Scout name, Girl Scout Cookies® and Girl Scout marks, as well as pictures of Girl Scout Cookie boxes or Cookies themselves can be used only by the Girl Scout Councils and by girls in conjunction with Girl Scout Cookie Program. These rights are not transferable to customers or businesses purchasing Cookies for use with gifting or promotional activities

Order Taking and Selling

- ◆ The Girl Scout Cookie Program and other product sale activities are girl-led. Parents and guardians should receive information as to their role in helping girls in the sale from the adult in charge and the Council. Adults may assist, but cannot sell Girl Scout products.
- ◆ The role of the Girl Scout Daisy adult is fully explained in online materials on the GSUSA Web site, www.girlscouts.org, under Girl Scout Central: Cookies
- ◆ Adults must provide supervision and guidance for all age levels. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are selling, taking orders for, or delivering Cookies. Supervision extends to any online activity

In Addition, Specifically for Girl Scout Daisies

- ◆ Materials provided by GSUSA for Girl Scout Daisies focus on engaging girls in selling to friends (including neighbors) and family. This approach is based upon:
 - The attention span and physical abilities of the girls
 - The need for one-on-one supervision when handling money (the adult should hold all money)
 - The involvement of parents or trusted adults in goal-setting and ensuring that goals are appropriate for the Troop or individuals
 - The importance of providing girls with a foundation in the basics of product-related activities

Safety – Wise Activity Checkpoints Update

- ◆ Adults supervising girls should understand the product sale activity objectives and how to support the girl in her understanding of the Girl Scout Leadership Experience. It is important that girls achieve success in selling their product with adult partnership, focusing on the Girl Scout processes of girl-led, learning by doing, and cooperative learning
- ◆ It is not appropriate for Girl Scout Daisies to be marketing online through their Troop, parent, or guardian websites, or social networking sites. Girl Scout Daisies may send out emails only if working with an adult, and should use blind emails or the online marketing tools provided by GSUSA product vendors on their websites

Computer and Online Safety Activity Checkpoints (Revised for 2009)

Electronic access to the Internet is a rich resource for programmatic activities. A group working with an adult volunteer may wish to do such things as:

- ◆ Earn a technology award or other award found online
- ◆ Send an email to market Girl Scout Cookies using the online marketing tools offered on Girl Scout product vendor websites
- ◆ Search for other Girl Scout Council or Troop websites
- ◆ Research a badge or community resource
- ◆ Visit the World Association of Girl Scouts and Girl Guides' (WAGGGS) website www.wagggs.org or member countries' websites
- ◆ Create a static web page on the internet (*a static web page is one that looks the same each time users view it; they are not allowed any input on the page*)
- ◆ Set up a secure, password-protected websites with a calendar and information for girls and families
- ◆ Use Girl Scout vendor websites to learn more about product activities
- ◆ Set up a social networking page (*ages 13 and above*)

Girl Scout Resources

GSUSA maintains an extensive Web site with many topics of interest for its members and the general public at www.girlscouts.org, with specific sections, such as **Girl Scout Central**, which is designed to answer your Girl Scout-related questions, and the **GSUSA Council Finder**. Additional Web site addresses include:

- ◆ **Go Girls Only**—www.gogirlsonly.org/, for girls grades 1–6

- ◆ **STUDIO 2B**—www.studio2b.org, for teens
- ◆ **LMK**—www.lmk.girlscouts.org, a site on internet safety for teens
- ◆ **Let Me Know**—www.letmeknow.girlscouts.org, a site on internet safety for adult volunteers and parents/guardians
- ◆ **The Juliette Gordon Low Birthplace**—www.juliettegordonlowbirthplace.org in Savannah, Georgia
- ◆ **Girl Scout Cookies**—www.girlscoutcookies.org, for information on Girl Scout Cookies

Each Girl Scout Council also has its own website address. These can be found by using the **GSUSA Council Finder** at www.girlscouts.org. Some parts of councils websites may be password protected, which means volunteers and girls will need to check with their Council for levels of access.

Planning and Supervision

- ◆ Recruit a consultant with knowledge of computers if adult volunteers or girls need assistance with activities related to computers or the internet
- ◆ Identify a location that provides Troop members with opportunities to use computers and access the internet. Look for computers available for Troop use at a library, Girl Scout Program Center, school, college computer lab, computer rental store with training facility, or science museum. Make sure that there are enough computers for each girl to learn by doing, even if there is some sharing (*cooperative learning*) is involved
- ◆ Before girls use the internet, copy and distribute the Girl Scout Internet Safety Pledge. (*This is available online through a link from the footer of all GSUSA web pages, as well as part of this document.*) Discuss online safety issues with the girls, so they know how to conduct themselves safely on the internet. Have all girls read, agree to, and sign the Girl Scout Internet Safety Pledge; a parent or guardian also needs to sign
- ◆ For girls in fifth grade and above, we suggest visiting **Let Me Know**, lmk.girlscouts.org, a site addressing internet safety for teens and tweens. Girls can earn an online award for completing activities on this site
- ◆ Monitor the websites that girls view, ensuring that they are both safe and actively controlled. Discuss the kinds of information girls should not disclose to strangers

Safety – Wise Activity Checkpoints Update

- ◆ Ask each girl to discuss internet safety with a parent, guardian, or adult volunteer who is doing computer activities with her

Online and Product Sales

- ◆ Refer to the activity checkpoint on Girl Scout Cookie/Council-Sponsored Product Sale Activities for online product activities
- ◆ No girl or adult acting on the behalf of girl members can collect money online for Girl Scout product or a money-earning activities online

Troop Websites

- ◆ Troop that wants to design a website must understand that the web is an open medium for anyone. An open site will attract more than the intended users. Documented instances of cyber stalkers make it imperative that any information that could jeopardize the safety and security of girls and adults is not disclosed on a website.
- ◆ To ensure the girls' safety:
 - Use girls' first names only
 - Never post girls' addresses, phone numbers, or email addresses
 - Always have a parent's or guardian's permission when using pictures of girls on a website
 - Do not post addresses of Troop meeting places or dates and times of meetings, events, or trips
 - Do not allow automatic posting of messages to a website. All postings (*such as message boards or guest books*) should have adult oversight and be screened prior to posting live
 - Ensure that the site does not show personal email addresses. Use a Troop email, or use an adult's email
- ◆ An adult volunteer who wishes to communicate upcoming events with families of girls should use email instead of posting details on a website, unless that site is password protected

Web Site Links

- ◆ Be careful when selecting links to other websites that show on your site. The contents of potential links should be in keeping with Girl Scout principles and activities. Avoid linking to commercial sites selling merchandise to avoid implied Girl Scout endorsement of the products they offer

- ◆ Seek out sites that:
 - Enhance girls' participation in Girl Scouting
 - Are tasteful
 - Are grade-level-appropriate
 - Show diversity
 - Are beneficial for girls, volunteers, and families
 - Are in keeping the Girl Scout organization's purpose
- ◆ Fully explore each website link to determine that its content is appropriate to a Girl Scout audience. As a courtesy, email the site's webmaster, requesting permission to link to the site. Use similar criteria to determine what sites link to your group's website

Use of Copyrighted Material

- ◆ A Troop website may not use copyrighted designs, text, graphics, or trademarked symbols without specific permission from the copyright or trademark holder. The basic principle is that if it is not yours, don't use it. Trademarks owned by GSUSA include:
 - The trefoil shape
 - Daisy Girl Scout Pin and Brownie Girl Scout Pin
 - Girl Scout pins, both contemporary and traditional
 - The words Girl Scout Daisy, Girl Scout Brownie, Girl Scout Junior, Girl Scout Cadette, Girl Scout Senior, Girl Scout Ambassador, Girl Scouting, Girl Scouts, and Girl Scout Cookies
 - Girl Scout Brownie Try-its, Girl Scout Junior Badges, and all Girl Scout Cadette-Ambassador Interest Project awards, their names and symbols, as well as all Girl Scout Journey insignia
- ◆ Information on use of GSUSA graphics and trademarks can be found at www.girlscouts.org under **Girl Scout Central: Graphics Gallery**, and under the link for **Terms and Conditions** on each GSUSA web page footer
- ◆ Girl Scout trademarks can be used only in accordance with guidelines for their use. The Girl Scout trefoil, for example, may not be animated or used as wallpaper for a website. Check with your Council's website for complete graphics guidelines and approvals
- ◆ Some names (*such as commercial products and cartoon characters*) are also trademarked and cannot be incorporated into website addresses

Safety – Wise Activity Checkpoints Update

- ◆ Permission is also required from the author or publisher for web use of **videos and music**. Do not post words to copyrighted songs, poems, or book content, as permission must be granted from the record label, publisher, artist, poet, or author and is nearly impossible to obtain

Social Networking Sites and Other Online Tools

- ◆ Troops whose girls meet age criteria and parental permission may set up a Troop social networking site. This site must be approved by the Council
- ◆ Any Girl Scout use of a social networking site (*such as Facebook, Twitter, and MySpace*) for communication must:
 - Have parental permission
 - Meet age limits set by the provider, which is 13 and above in most cases, as per the United States Child Online Privacy and Protection Act (COPPA) and the Child Online Protection Act (COPA)
 - Reference the www.lmk.girlscouts.org for guidance around social network safety

- ◆ Any online marketing using social networking tools must follow those guidelines outlined under Standard 30
- ◆ Any appearance in a Girl Scout–related video or picture posted online must have permission from each girl’s parent/guardian, using the GSUSA girl/ adult permission form. These should be held by the adult volunteer and/or Council

