

GULFCOAST GUIDELINES FOR TROOP WEBSITES

To ensure the safety of girls, every Girl Scout website or webpage must follow specific guidelines designed by GSUSA and Girl Scouts of Gulfcoast Florida, Inc. These guidelines are as follows:

1. All troop sites/pages should be registered with the GSGCF council to ensure that guidelines are being met.
2. Use **FIRST** names only of girls or any person named on your site.
3. **NEVER** post addresses, schools, phone numbers, email addresses of girls or specific locations involving the troop.
4. Always obtain written parental permission for all pictures of girls used on your website and make sure you have a current copy of the photo release in your troop files at all times.
(This is included in the Annual Girl Information & Parent Consent Form)

When using pictures of girls, use non-identifying group photos of girls as much as possible.

Stay away from individual close-up shots of girls.

Do not use photos of girls in swimsuits.

5. Website should be kept simple and consistent.
6. Website should be designed for ease of navigation.
7. Images should remain under 30K to minimize load time. Load time for pages should be under 10 seconds. It is recommended NOT to have “external links” (non-GS links) on a troop website.
8. Girl Scout logos and trademarks cannot be used as background images or watermarks and cannot be altered or cropped in anyway.
9. No GSUSA official insignia should be on the website.
10. When using official Girl Scout logos, service marks, words and phrases, always add the Service Mark, see example below.
[*example:* Girl Scouts. Where Girls Grow Strong_{SM} - Note the SM (service mark)]

The following must be placed at the bottom of every page:

©1998-2005, GSUSA. All rights reserved.

The GIRL SCOUTS name, mark and all associated trademarks and logotypes, including the Trefoil Design, are owned by GSUSA.

(Update the copyright date yearly...example: 1998-2004, 2005 etc...)

11. No chat rooms on any troop sites in our council area.
12. No message boards should be used.
13. The council can put a link to your site or page on the council website, once the site has been registered with the council to ensure safety guidelines are being met.
14. All the girls in the troop should fill out the “Online Safety Pledge” on Page 130 in *Safety Wise*.

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15. Any advertisements or links that come with free Web pages (like geocities) should have a disclaimer on the page bottom that states “Neither GSUSA nor its council is responsible for the content of any other site linked to this site. The inclusion of any link to such a site does not create or imply any approval or endorsement of that site by GSUSA or its council. GSUSA and its councils make no representations whatsoever as to any other Website that you may access through this one.” (You can make this text very small, font size 8 works well)

16. Be mindful of external links off your site to other sites that may be non-Girl Scout related.

Please Note: The Internet can be a great tool for learning and for fun. We encourage girls to use the Internet safely and appropriately.

Any questions on troop website guidelines contact the council office at 800-232-4475 ext. 308.