



Join the #GSMESOCIALSQUAD

Who is ready to take over GSME's Instagram? We want to see your troop in action (and we know others do too!) so we are letting you take the lead on our Instagram account!

How it works

Twice a month we will hand over our Instagram account for a #trooptakeover. We will kick it off on a #takeovertuesday and the troop will have the opportunity to post and share stories until the following Tuesday. You can request specific weeks that coincide with exciting events, activities or travel your troop is participating in. Service Units and individual girls will also be able to request a takeover. Girl Scouts 13 years old and older can participate and represent their troops (or themselves if they are a Juliette). If your troop has girls under the age of 13 a troop leader must manage the #trooptakeover and do the posting.

Expectations and Guidelines

- When your #trooptakeover begins, you should post an introductory video with your troop # and service unit or town, girls names, and Girl Scout level. Make the video fun telling us what you love about Girl Scouts and what's happening that week for your troop that you will be highlighting.
- Each troop should create at least 1 permanent post per day (with a max of 3) and 1 story per day (with a max of 10).
- Girls should sign their posts with her first name and Girl Scout level, and sign comments with her first name or troop number.
- Tagging your location in your posts if you are at an event or specific public place/landmark is OK.
- Girls can respond/react to comments on a post she made, only if the comment is relevant and appropriate to the original post. If unrelated to the post (i.e. Questions about programs, membership status, or general Girl Scout questions) girls should wait for a Girl Scouts of Maine staff member to respond. Report any harassment, inappropriate or unkind comments immediately to lgenese@gsmaine.org. Troop leaders use your best judgment, if you feel it is necessary you can report the comment and delete it immediately.



- Only links directing followers to Girl Scout webpages should be used.
- Girls should always proofread their work carefully before publishing and have at least one Troop Leader review and approve the content before posting.
- Girls should never use profanity, and should avoid political and controversial topics. Make sure girls in posts are properly dressed and have no questionable quotes or pictures on their clothing. THINK before you post! When in doubt, don't post. Instead, email lgenese@gsmaine.org with your question.

Get inspired!

Post Ideas:

- Troop outings and projects
- Troop meetings
- Service Unit event participation
- GSME programs she attends
- Other Girl Scout activities
- How To Tutorials
- Volunteering/Community Service
- Sharing your story on what Girl Scouts means to you
- Personal projects- Path to Bronze, Silver or Gold Award

Before You...



THINK

T = Is it True?
H = Is it Helpful?
I = Is it Inspiring
N = Is it Necessary?
K = Is it Kind?

Girl Takeovers from other Councils for Inspiration

- girlscoutsccl
- gscnc
- gsbadgerland
- gseiwi

Hashtags

Should you use them? Of course you should, they are an awesome way for us to interact with other councils and girls across the country. Each post should have #GSME #GirlScouts #GSMESocialSquad and #TroopTakeover. Feel free to hashtag anything else relevant to your post i.e. #WorldThinkingDay, #thinklikeanengineer, #STEMJourney, #CommunityService. Have fun with your post text, making your hashtags and use of emoji's stand out!

Ready to Takeover?

Go online [HERE](#) and fill out an application. Be sure to carefully read through and accept the terms and conditions. Once you are approved you will be notified and added to the schedule. We will try to honor your preferred week for your #trooptakeover but depending on the amount of requests we will ask you to select three options.

