

Social Guidance

Girlguiding Leeds county

Summer 2023

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Section 1:

Social Strategy

Section 1 encompasses our overall ambition for social media at Girlguiding Leeds. These basic guiding principles will help us plan content month by month.

To start...

We are looking to take the good work that has been started in our social channels at the county level, and start to apply that to social activity at the division and unit level. This consistent drum beat of information reaching a wider audience will help us recruit new leaders and young members more consistently.

Our objective is to....

Grow Guiding in Leeds while continuing to retain the talent we have. We would like to use social media to help us:

| Focus on Our People | Create More Awareness | Recruit Volunteers |
|---|---|--|
| We want our leaders, young leaders and young members to be recognised for their accomplishments and thanked for their dedication as to retain them. | We want to share the true benefits of being part of Girlguiding in Leeds to more parents, stakeholders and ambassadors by increasing our reach. | We need all types of volunteers with all types of skillsets. We want to target parents, university grads & empty nesters that are like minded want to help with targeted paid advertising. |

Our approach to...

To achieve the above, we need to create content that:

| | | |
|---|--|--|
| <p>Focusing on our people is to create content that showcases achievements and says thank you as much as possible.</p> | <p>Creating more awareness is to make content that shows the programme in action, the difference we make to our community and shares the benefits of being part of the organisation in Leeds.</p> | <p>Recruiting Volunteers is to create content that explains our needs in a way that appeals to our key audiences. Focus on Rainbow Helpers, Young Leaders & administrative talent (lawyers, accountants, property managers)</p> |
|---|--|--|

Our county channels...

This section broadly outlines the purpose of the channels that we currently have.

Facebook

Facebook in general over-indexes on a more mature audience. We would expect to see parents, grandparents and likely many of our volunteers within this channel.

Content on the channel is very personal, often housing intimate moments, inside jokes and personal opinions.

We would expect to see this type of content in these types of formats:

| Focus on Our People | Create More Awareness | Recruit Volunteers |
|---|---|--|
| <p>Facebook Groups (County, Inspire, Young Leaders etc)</p> <p>Content in this channel focusses on sharing ideas, gratitude, events, accomplishments etc between members. The groups should be private and moderated while having a community feel where all members contribute. We have community groups at the county level, division levels and even unit levels for parents.</p> | <p>Facebook Public Pages</p> <p>These are external facing pages that are meant to show the world the amazing things we accomplish in Guiding. They exist at the county, division, and in some cases, unit level. Posts are usually focused around activities and events along with celebrations and awareness day content.</p> | <p>Facebook Advertising</p> <p>These are adverts that are highly targeted to certain demographic groups or skillsets. The posts will focus on the benefits of volunteering.</p> |

Instagram

There is a wide active audience from young to old on Insta. The content focusses on esthetically pleasing photography of essentially, anything.

We would expect to see this type of content in these types of formats:

| Focus on Our People | Create More Awareness | Recruit Volunteers |
|--|---|---|
| <p>Insta Public Feed</p> <p>Although there wouldn't be a main stream of content around our people/accomplishments these can be mentioned.</p> | <p>Insta Public Feed</p> <p>Aesthetic shots of events, unit meetings or girls celebrating holidays or awareness days would help us show Leeds the benefits of Girlguiding.</p> | <p>Insta Advertising</p> <p>These are adverts that are highly targeted to certain demographic groups or skillsets. The posts will focus on the benefits of volunteering.</p> <p>(Insta & FB share an advertising platform)</p> |

Twitter/X

Twitter, recently renamed to X, is a very fast moving channel that generally provides commentary on current events. We would expect to see parents, but likely not grandparents, along with potentially young leaders in this space.

We would expect to see this type of content

| Focus on Our People | Create More Awareness | Recruit Volunteers |
|---------------------|--|--------------------|
| N/A | Event Updates Leeds County will be using this channel to give constant updates at County events such as county camps, ceremonies or activity days. | N/A |

Pinterest

Pinterest is all about ideas. Our current Pinterest board at the county level is full of inspiration posts around unit activities, especially around County Challenges.

| Focus on Our People | Create More Awareness | Recruit Volunteers |
|---------------------|--|--------------------|
| N/A | County Challenges We will continue to create collections of ideas to support all of the county specific badges such as Out and About, Owl Trail, 50 th Birthday, Seasonal challenges etc. | N/A |

YouTube

YouTube is today's second television stream. Users treat and consume content in the same way they use Sky or Virgin. We're not equipped to make enough video content for this to be a primary channel for us, but we would like to see more video content created around county wide events to help us with awareness campaigns.

Website Blog

The blog can be used to support content in all the communities. It is a place where we can house long form pieces that can be showcased on social. Blog articles might contain the following topics:

- Division Updates
- Event Summaries
- Pieces from specialist teams such as well-being, outdoor, youth, volunteering etc.
- Personal pieces from members. For example 'A Day in the Life of a Leader', or "My Time at Guides"

TikTok

We have a county based TikTok but it's very much in its infancy. To get started we should focus on creating short form video content around events, following a similar growth strategy to Twitter/X. As we learn what works and doesn't. we can pivot.

Your division channels...

We are asking that **each division has a public Facebook page** that they maintain with content that helps us create more awareness around what we do in Guiding. If you need support in setting this up, or accessing this, we may be able to offer help. Please email social@girlguidingleeds.org.uk.

Other channels like Twitter, Tiktok, Pinterest, YouTube or even a website are perfectly fine as well, although not expected. If you need help with branding, logos and colours, please contact social@girlguidingleeds.org.uk

Your unit channels...

Each unit is expected to have some type of contact strategy to reach its members. This may be a Facebook private group, a WhatsApp group or simply an email distribution list. The choose is that of the units.

Section 2:

Content & Post Schedule

This section breaks down the type of content we are looking to showcase on Social Media. It breaks the content down into buckets and then further explains them. Each bucket will be filled with both new and existing content.

EXTERNAL

- Creating buzz around section events
- Celebrating unit business as usual (BAU)
- Staying Current
- Celebrating volunteers

INTERNAL

- Training & Development
- Unit Meeting Ideas
- Reminders (calls for content, deadlines, safe space, first aid, accounts etc)

EXTERNAL: Creating Buzz Around Section Events

Key Objective: Create More Awareness

Events need to be handled at both the county, region and unit level.

National & Region Section Events:

County will:

National events will be amplified on these Leeds County social channels:

- External Facebook Page – Shared
- Internal Leeds Members Group – Shared
- Twitter Feed

Division & Units will:

- Share national events with their fellow leaders, young members & parents/guardian on all channels that are appropriate (WhatsApp, Messenger, Facebook groups, Facebook pages, Twitter/X, etc), both external & internal

Leeds County Events:

County will:

Leading up to the event:

- Add the event to the county calendar located on the internal Leeds Members Facebook Group
- Will prepare posts that appear as the event approaches with key information and links to further detail

- For large scale events, a webpage will be created that collates all information to date on the girlguidingleeds.org.uk website.

During the event:

- County will post to Twitter/X at regular intervals the activities of the day
- County will collect photographs of the event (always considering permission)

After the event:

- County will post key photos to the internal members Facebook Page
- County will create a post summarising the event on the external Facebook page
- Where possible, County will create a blog article that summarises the event.

Divisions & Units will:

Leading up to the event:

- Share posts around any relevant events to leaders and young members on the appropriate social channels.

During the event:

- Share any content, that is posted by County, that is appropriate for their section, to their social channels

After the event:

- Regardless of section, it would be great if any posts or blogs created, which summarise the event, were shared to any public social channels to help us create broader awareness of Girlguiding in Leeds.

Division/Unit Events:

Divisions & Units will:

Leading up to the event:

Tell us! If you are having a photoshoot, an interesting visitor, planning a special event or doing a unit birthday let us know! We can help make connection or even add to celebration in some cases making it more special.

After the event:

Please share any pictures that contain members that have photo permissions to the Leeds County Facebook Group for members, or email a summary of the event to

social@girlguidingleeds.org.uk

County will:

Help. We might be able to amplify the event or get more people involved, if appropriate. We will also take your content and post it to our relevant external channels to help with our awareness campaigns.

EXTERNAL: Celebrating Unit BAU (business as usual)

Key Objective: Create More Awareness

Content which focusses around the every day in a unit is just as important (if not more) as big events. We are interested in learning about what units do week to week to keep young members engaged and to deliver the national programme.

Division & Units will:

Share photos and stories about activities that happen in weekly meetings to their own Division Facebook pages. In addition, if they could make the county team aware of anything we can amplify on our Facebook Page. Content can be shared to county through the Leeds County Members Facebook Group or emailed to social@girlguidingleeds.org.uk

County will:

Create posts on Facebook, and any other appropriate channels to celebrate what units are doing each week.

Example Content:

- Completing or doing a UMA or Skills Builder Activity
- Playing a game
- Celebrating a visitor to the unit
- Doing something away from the unit meeting place

EXTERNAL: Staying Current

Key Objective: Create More Awareness

In order for Girlguiding to be noticed in the world, we need to notice the world!

Trending News

News that is appropriate to Girlguiding will be commented on in our appropriate social channels. For example, we acknowledged the Queen's passing on our external Facebook page.

County will:

Create posts around trending news and post them to Facebook and any other relevant channel (Insta or Blog for example)

Division & Units will:

Share county's posted content of this nature to Division Facebook pages.

Awareness Days

Social channels love a good awareness day. The County team have chosen a series of awareness days that occur through the course of the year to create external post around. If we're part of the conversation, we'll get noticed!

County will:

Create post content for awareness days to our Facebook page.

Divisions & Units will:

Share this county content to Division Facebook pages..

Our Yearly Key Dates

There are things that we at Girlguiding just always need to comment on through the course of a year. These might include:

- Celebrations such as Easter, Christmas, Dawali etc.
- School related dates such as exams, GCSE's etc.

- Our key events such as Out and About week or World Thinking Day

County will:

Create social content around these and post them to our Facebook page and any other appropriate external facing social channel (eg. Blog, Insta)

Divisions & Units will:

Share these posts to the Division Facebook Pages..

EXTERNAL: Celebrating Volunteers

Key Objective: Focus on our people

The core of our DNA revolves around volunteers. We want to both celebrate the brilliance that each volunteer brings to us, and encourage new volunteers to get involved.

Volunteering isn't just about belonging to and running a unit, or working with young members. There are volunteer opportunities across Girlguiding to just HELP. This might be to:

- Give legal advice
- Help with admin or organisation of events
- Do the shopping
- Trade expertise

Thanks & Recognition

Thanking our volunteers for what they do is top of the priority list. Not only do we want to thank them for every minute they put into Girlguiding but we want to recognise them for any achievements they may have accomplished.

County Will:

Continue posting county wide thank you's on our Facebook Members Group and sharing these in the termly newsletters. We will also create specific posts for any awards or accomplishments that have been highlighted around our volunteers such as LDP completions, Queen's Guide Awards and other similar accomplishments. Some of our more prestigious awards will also be shared to external sources such as Facebook or the County Blog.

Divisions & Units will:

Tell us! Please continue to email your "thank you's" to social@girlguidingleeds.org.uk with details so we can create posts for our relevant county wide channels.

Calls for Volunteers

We want to specifically call out and target individuals that might be like-minded to come and volunteer. We'll start by targeting:

- Empty Nesters
- University graduates
- Trade expertise
- Current parents

County will:

Use all your great content around the things you do and create paid adverts that target these groups on Instagram and Facebook.

In addition, we would like to create “volunteer” pieces where current volunteers share their experiences in joining and participating with Girlguiding. These will appear in external channels like Facebook or the blog.

A library of post resources to use to recruit will be made available for divisions and units to use as they see fit.

Divisions & Units will:

Help us find those super star volunteers! We want to shout about them, so tell us everything, and send picture too...

Use our library of resources to recruit volunteers across all your communication channels.

Manning a Booth at an event

County have a number of resources to help those that are attending local events and representing Girlguiding Leeds. These are available from the Trefoil Centre and can be accessed by emailing admin@girlguidingleeds.org.uk.

County will:

Post and celebrate any events that our volunteers attend on appropriate social channels, encouraging attendance where possible.

Divisions & Units will:

Tell us if you are going to attend an event! That way we can help you make the event as amazing as it can be!

INTERNAL: Training & Development

There are many opportunities for our volunteers to upskill or meet compliance requirements. We use our Facebook Members Private group, along with Snippets, our email communication to deliver this information to our volunteers.

County will:

Post all training opportunities to the Facebook calendar located in the private members group. We will also ensure that all key dates are communicated in Snippets.

Divisions & Units:

Will share all appropriate events to their appropriate communications channels.

INTERNAL: Unit Meeting Ideas

Our internal Facebook members page is meant to be a place where ideas for unit meetings are shared. In addition, county has a Pinterest page where there are lots of ideas for unit meetings.

County will:

Continue to create pins and boards to support all county challenge badges on the county Pinterest pages.

Divisions & Units will:

Share their ideas and activities to the Facebook Members Group. Where possible, these will be further shared in public county channels such as Facebook or blog posts.

INTERNAL: Reminders

There are so many things that are going on, we'll try as best as we can to keep you up to date on all things.

County will post reminders for:

- Calls for thank you's
- Calls for unit meeting event content
- Key dates from snippets
- Yearly deadlines such as census

Divisions & Units should repost to their appropriate comms channels.

Section 3:

Look & Feel

In this section we'll cover how we look & talk.

How we sound

Our national guidelines on tone of voice are very comprehensive and worth a read. You can find them here:

<https://www.girlguiding.org.uk/making-guiding-happen/resources/how-to-use-our-brand/>

When we create social content we should be:

| | | |
|---|---|---|
| <p>Straight talking: we're refreshing, clear and direct</p> <ul style="list-style-type: none"> • Use everyday language • Get to the point • Keep sentences short • Use more verbs than nouns | <p>Thoughtful: we're people focused and empathetic</p> <ul style="list-style-type: none"> • Put people first • Acknowledge why things matter using warmth and empathy • Help people find key information through good signposting like clear headings, lists, links and calls to action | <p>Encouraging: we always sound helpful and positive</p> <ul style="list-style-type: none"> • Imagine it's a conversation • Be positive, where you can • Show, don't just tell • Be playful (when the time is right) |
|---|---|---|

We need to cater to a reading age of 9, so keep it simple.

How We Respond

The overall tone of voice guidelines at Girlguiding outlines how all correspondence should feel, however how does that translate into a social conversation?

Because we are straight talking, use everyday language and get to the point

Keep your language friendly, always helpful. Empathise if you don't have the answer, give the answer if you do. Write like you speak, this means using everyday words instead of formal language and Girlguiding jargon.



Because we're encouraging, use active language and be genuine

Talk about what you've done to solve the problem or what is happening in the short term to make it better.



Because we're thoughtful, listen carefully and be yourself

Have fun, be playful or funny (as long as it's appropriate). People will know and appreciate that you're a real person – and that you want to come across as one.



Our Brand

When we create post imagery, we should always look to the national guidelines for direction. A full brand guidelines can be useful to read through, however key information for creating social media posts have been pulled out below.

Full brand guidelines can be found here:

<https://www.girlguiding.org.uk/making-guiding-happen/resources/how-to-use-our-brand/>

Colours

Primary colours should be used in the highest ratio. The mid blue to be used for text and the light blue to be used for smaller caption or elements such as arrows on the dark blue background.

Girlguiding primary colours

| | | | | |
|---|--|--|---|---|
|  |  |  |  |  |
| Girlguiding dark blue Pantone® 2766 C C100 M87 Y0 K58 R22 G27 B78 Hex 161b4e | Girlguiding mid blue Pantone® 2382 C C100 M35 Y0 K0 R0 G123 B196 Hex 007bc4 | Girlguiding light blue Pantone® 2995 C C85 M5 Y0 K0 R0 G167 B229 Hex 00a7e5 | Black Pantone® NA C0 M0 Y0 K100 R29 G29 B27 Hex 1d1d1b | White Pantone® NA C0 M0 Y0 K0 R255 G255 B255 Hex ffffff |

Secondary colours should be used to accent primary colours in smaller amounts. These are also tethered to sections.

Secondary colours

| | | |
|---|--|--|
|  |  |  |
| Rainbows light blue Pantone® 2905 C C44 M2 Y0 K0 R150 G211 B245 Hex 96d3f5 | Rangers red Pantone® 485 C C0 M98 Y100 K0 R225 G18 B14 Hex e1120e | Brownies yellow Pantone® 7408 C C0 M17 Y100 K0 R255 G200 B10 Hex ffc80a |
|  |  |  |
| Brownies brown Pantone® 7596 C C27 M69 Y90 K69 R96 G61 B51 Hex 603d33 | Guides mid blue Pantone® 2128 C C49 M20 Y0 K0 R140 G181 B226 Hex 8cb5e2 | Rangers purple Pantone® 262 C C58 M91 Y0 K68 R84 G24 B74 Hex 54184a |

And then, only used minimally in conjunction with secondary colours are accent colours.

Accent colours

| | | | |
|---|--|---|---|
|  |  |  |  |
| Rainbows purple Pantone® 526 C C65 M91 Y0 K0 R121 G52 B139 Hex 79348b | Rainbows orange Pantone® 2011 C C0 M43 Y100 K0 R246 G160 B0 Hex f6a000 | Brownies orange Pantone® 716 C C0 M61 Y100 K0 R239 G123 B0 Hex ef7b00 | Guides coral Pantone® 2344 C C0 M59 Y49 K0 R255 G128 B135 Hex ff8087 |
|  |  |  |  |
| Guides dark blue Pantone® 2146 C C100 M81 Y0 K13 R23 G58 B134 Hex 173a86 | Rangers blue Pantone® 2171 C C67 M21 Y0 K0 R78 G165 B220 Hex 4ea5dc | Guides light green Pantone® 4163 C C52 M0 Y36 K0 R143 G215 B185 Hex 8fd7b9 | Guides green Pantone® 2251 C C84 M0 Y74 K0 R0 G164 B105 Hex 00a469 |
|  |  | | |
| Guides light blue Pantone® 635 C C24 M0 Y8 K0 R183 G226 B250 Hex b7e2fa | Rangers light pink Pantone® 2050 C C0 M13 Y0 K0 R251 G223 B231 Hex fbdfe7 | | |

Typography

Primary Type Face

Poppins Bold

Abcdefghijklmnopqrstuvwxyz
123456789

Bold | SemiBold | Medium | Regular | Light

Main header Bold

Sub-header SemiBold

Paragraph copy Regular

Notes Light

Secondary Type Face

Zilla Slab SemiBold

Abcdefghijklmnopqrstuvwxyz
123456789

SemiBold | Regular

Quote copy SemiBold

Quote copy Regular

Example use:

**'I enjoy it so much. The girls are
lovely and I feel like I'm doing
something worthwhile. It's amazing!'**

- Tayba, leader

Logos & Visual Assets

All of our usable logos, iconography & post templates are available in CANVA.

Our Brand Kit

This houses all the brand logos, colours, fonts and iconography that has been provided by head office for use. Example Screen Shot:

Logos (12)

+ Add new



Section: Rangers

Image · 45 minutes ago



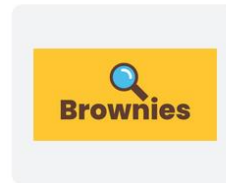
Section: Guides

Image · 45 minutes ago



Section: Rainbows

Image · 45 minutes ago



Section: Brownies

Image · 45 minutes ago

Logo Stack: White Large

Image · 1 month ago

Logo Landscape: White

Image · 4 months ago



Logo Landscape: Navy

Image · 4 months ago



Trefoil: Navy

Image · 4 months ago

Trefoil: White

Image · 4 months ago

Logo Stack: White

Image · 4 months ago



Logo Stack: Navy

Image · 4 months ago



Well-Being

Image · 2 years ago

Brand Templates

We have examples templates for posts and banners for many of the social channels.

Brand templates

+ Add new

Folder ▾

Owner ▾

Category ▾

Date modified ▾

BRAND TEMPLATE



Common Posts

LS LS Facebook Post

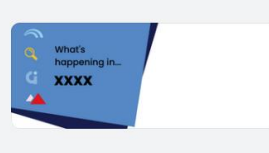
BRAND TEMPLATE



Event Banners for Calendar

LS LS 900 x 450 px

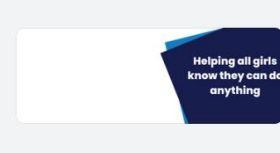
BRAND TEMPLATE



Blog Banners

LS LS 1500 x 550 px

BRAND TEMPLATE



Twitter/X Banners

LS LS 1500 x 500 px

BRAND TEMPLATE



Thankyou Banners

LS LS 1200 x 550 px

BRAND TEMPLATE



Website Icons: Events

LS LS 600 x 300 px

BRAND TEMPLATE



Facebook Cover

LS LS Facebook Cover

BRAND TEMPLATE



Facebook Posts

LS LS Facebook Post

Common Templates for Wider Use

Our common templates will be shared with Divisions and Units to use for their communications. These include:

- A generic thank you post
- Development & training posts for first aid & safe space
- Recruitment posts
- Membership subscription reminder post

Others will be created over time.