

## **Girl Scout Influencer: Overview and Guidelines**

The Girl Scout Influencer Program lets you share your unique experiences through photos, videos, blogs, and other digital content. It's an exciting way to hone your digital storytelling skills while showcasing your favorite Girl Scout activities. Whether you love capturing the perfect shot, telling stories through videos, or sharing your Girl Scout experiences, this program provides the tools and platform to help you shine. Plus, it gives you the freedom to prepare, create, and share content like a true influencer.

### **Eligibility**

- Must be a Junior – Ambassador
- Have a smart phone or digital camera. (Girls are required to use their personal devices as a Girl Scout Influencer.)

### **What will you do as an Influencer?**

Girl Scout Influencers will be sharing a firsthand glimpse at what happens during a Girl Scout program through digital content, like videos, pictures, blogs, and more.

As a Girl Scout Influencer, you'll take charge of:

- Crafting your Girl Scout story and sharing it with the community
- Honing your photography and video skills
- Speaking confidently in front of a camera
- Creating meaningful content
- Connecting with other Girl Scouts
- Getting a taste of what it's like to be an influencer
- Having fun and learning along the way!

### **What content should I gather?**

That's entirely up to you! You're required to submit at least one piece of digital content, along with a short-written recap within seven days of your program. The digital content can be a video or photos, but if writing an article or blog post about your experience is more your style, feel free to do that—just be sure to include a few pictures to accompany your story. **What we're really looking to gather is content made by girls for girls.** Have a few friends at the program? Get together and record a fun dance. Show us a behind-the-scenes

of what it takes to earn a badge. Snap some photos to show us what you're working on or what you're learning during your program. The possibilities are endless!

We fully encourage you to get creative during this process! Please be mindful of the program and other Girl Scouts who are there to learn and enjoy. This opportunity should not take away from the program experience.

**Content could be featured in LOTS of places, including:**

- Social Media
- GSDH's website
- Email communications
- Printed materials (flyers, brochures, postcards, etc.)
- Signage for GSDH's properties
- External advertising

**Responsibilities of the Girl Scout Influencer & GSDH:**

**Girl Scout Influencer:**

- Gather content during your GSDH program
  - Content can include photos, videos, quotes, or other digital content
- Edit digital content into a finalized form (if needed)
  - Make edits to videos, photos or content.
- Submit content within seven days of the program to earn your Girl Scout Influencer patch. Submit content here: <https://drive.google.com/drive/folders/1BLB9KtiZx-RU6adI7sQytJSEtGljccUY?usp=sharing>
  - How to name your files: Last name\_ProgramName