

Messaging Toolkit – G.I.R.L.

Below is suggested messaging to use for your personal social media posts to encourage friends and families to join the premiere leadership experience built by (and for) every G.I.R.L.

Please note: As our internal communication plan is updated, please remember to follow us on social media to see the most up-to-date content.

Social Media Strategy

- Facebook
 - G.I.R.L.
 - What an exciting time to be a G.I.R.L.!

 - Encourage your girl to enjoy the premiere leadership organization, a one-of-a-kind experience for every go-getter, innovator, risk-taker and leader.
<https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - You're invited!

 - Be part of a network of over 60 million girls and women redefining leadership and showing the world their inner G.I.R.L. (go-getter, innovator, risk-taker, and leader).
<https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - Girl Scouts is a place where every go-getter, innovator, risk-taker and leader can find the space, tools and support to transform ideas into actions, turn questions into adventures, and grow a lifetime of confidence. There is power in every G.I.R.L. Unleash it today. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - School/Community Recruitments
 - Want to learn about the premiere leadership organization for your G.I.R.L. (go-getter, innovator, risk taker and leader)? Come out to **school name** to see how she can be part of a one-of-a-kind experience! <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - What does being a Girl Scout look like? It's a journey filled with friends, adventures, life skills and more. If your G.I.R.L. wants to make a difference, we've got the journey for her. Come out to **(location)** to learn more on **(date)**. #GoGetter #Innovator #RiskTaker #Leader
 - She'll earn badges, gain skills, explore the great outdoors, and build a better world alongside her sisters. Every step of the way, she'll learn by doing – and at Girl Scouts, she has plenty of opportunities to jump in and make amazing things happen. Come out to **(location)** on **(date)** to take the leap.
<https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
- Instagram
 - G.I.R.L.
 - As a #GIRL, it's an exciting time to be part of the premiere leadership organization. Check out our website to see how your girl can make a difference.
 - *First comment* : #gogetter #innovator #risktaker #leader #gshnc
 - #DYK that girls who join Girl Scouts have more opportunities to explore the outdoors? Help her discover her world. Check out our website to learn more.
 - *First comment*: #gogetter #innovator #risktaker #leader #gshnc #join
 - Does your girl want to change the world? Girl Scouts was built for her! Every G.I.R.L. (go-getter, innovator, risk-taker & leader) can step up!

Join a community 60+ million strong, embracing girls and women across ages, ethnicities, interests and backgrounds who share a common G.I.R.L. attitude. It's time to show your go-getter, innovator, risk-taker and leader she can make a difference.

Girl Scouts is the best kept secret and it's an experience your girl does not want to miss for another second! [Register](#) now to open doors for your girl to lead with courage, confidence and character. After all, we know there is power in every G.I.R.L.

- As your G.I.R.L. (go-getter, innovator, risk-taker and leader) starts the school year, it's time to sign up for the best programs. That's where we come in with an experience she won't want to miss.

Girl Scouts, Hornets' Nest Council provides fun, transformational experiences for girls grades K-12 who want to ensure their voices will be heard. It's time to make sure she understands the power of being a G.I.R.L. Especially a Girl Scout.

Girl Scouts is an experience your girl does not want to miss out on for another second! [Register](#) now to open doors for your girl to lead with courage, confidence and character.

- Social Media – for schools to post
 - Facebook
 - What does being a Girl Scout look like? It's a journey filled with friends, adventures, entrepreneurship, life skills and more. If your G.I.R.L. wants to take action, we've got the journey for her! Come on out on **(date)** to learn more. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - Does your girl want to make a difference? Girl Scouts was built for her! We need every G.I.R.L. (go-getter, innovator, risk-taker and leader) to step up today. Learn more **tonight/tomorrow/next week**. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
 - Instagram
 - Does your girl want to make a difference? Girl Scouts is the place for her! We need every G.I.R.L. (go-getter, innovator, risk-taker and leader) to step up. Check out [hngirlscouts.org](https://www.hngirlscouts.org) to learn more.
 - *First comment:* #GoGetter #Innovator #RiskTaker #Leader #gshnc #GIRL
 - What does being a Girl Scout look like? It's a journey filled with friends, adventures, life skills and more. If your G.I.R.L. wants to take action, we've got the journey for her! Join us to learn more on **(date)**.
 - *First comment:* #GoGetter #Innovator #RiskTaker #Leader #gshnc #GIRL
 - Twitter
 - Does your girl want to make a difference? Girl Scouts is for her! Every G.I.R.L. (go-getter, innovator, risk-taker & leader) can step up today! <http://ow.ly/zqQr30dlX0N>