



WE DISCOVER, WE GROW

Girlguiding

Girl recruitment toolkit 2022



Overview

The girl recruitment campaign is a centrally led media advertising campaign targeting prospective parents in areas where we have units with 50% or less capacity.

To support local recruitment drives we have developed a toolkit for country and region communications colleagues and volunteers with guidance about how to use the social media assets we're providing.

We're focusing the paid campaign on Rainbows, Brownies and Guides specifically as these sections have the highest number of spaces to fill. We have included general Girlguiding recruitment social media assets to help with girl recruitment more broadly too.

This toolkit includes:

- Key dates
- Assets to be used on social
- Helpful tips on uploading social media images and best practice copy tips
- Key messages and how to use them for each section
- Example posts and suggested layouts

Key dates

On 22 April the Girlguiding HQ team launched a centrally led girl recruitment campaign with Google search Ads.

Key dates for sharing the toolkit and assets:

- 13 May - The girl recruitment toolkit presentation, social media assets and social copy will be available on the Girlguiding website, along with a link in an email to country and region comms colleagues, as well as growth lead volunteers
- 25 May - Link to toolkit and assets included in Discover Grow
- 1 June - Link to toolkit and assets included in Making Guiding Happen

Overview of social assets

We will supply high resolution imagery along with this toolkit. Please do not use the imagery in this presentation.



How to upload social media images

Below are useful links to show you how to upload the social media images we are supplying onto Facebook, Instagram and Twitter:

Facebook - [How do I share photos on Facebook? | Facebook Help Center](#)

Twitter - [How to Tweet pictures or GIFs | Twitter Help](#)

Instagram - [How do I post a photo on Instagram? | Instagram Help Centre](#)

Helpful tips for social media posts:

- All social media posts should have a call-to-action message, linking through to the registration page so people are clear where to go to register. The registration website link is here: [Register your daughter | Girlguiding](#)
- We recommend shortening the registration website link when you insert the link into Twitter posts, as the full website link is very lengthy. This will help to make the social post look engaging and give you more characters for social copy.
- You can shorten the full website link by copying and pasting the website link in the '*shorten link*' area- [URL Shortener - Short URLs & Custom Free Link Shortener | Bitly](#)
- Here is a shortened registration link you can apply as the call-to-action - <https://bit.ly/3MXsiHo> (the points above will help if you need to renew the link)

How to use the key messages

These key messages have been written primarily with social posts in mind, however there is no reason you couldn't build on them to draft copy for other assets, such as newsletters or email updates. Alongside the key messages, you might want to include:

- Information about Girlguiding
- The types of programme activities the girls can be involved in
- Information on how to register interest (linking to this page):
<https://www.girlguiding.org.uk/information-for-parents/register-your-daughter/>

Key messages

Rainbows

- Rainbows is a fun activity group for ages 4- 7 (5 years in some areas). Find a group near you
- At Rainbows, your daughter has fun exploring by learning new things and earning badges. Find your local group
- Try Rainbows, we have lots of exciting activities for your daughter to try, she'll build friendships and develop confidence. Come join us!
- It's all about learning by doing at Rainbows. There's lots of exciting activities to try from discovering nature to playing sports! Sign up today

Social copy

Copy for example Facebook social post:

In Rainbows it's all about learning by doing. From discovering the joys of nature to having lots of fun playing sports together - there's so many exciting activities for your daughter to try! 🌈 🌳

Come join us 👉 [\[Insert link\]](#)

Copy for example Twitter social post:

Try Rainbows, a fun activity group for girls aged 4 - 7 (5 years in some areas). Girls have great experiences, make new friends and develop confidence 👧👧 🌈

Find a group near you 👉 [\[Insert link\]](#)

Copy for example Instagram social post:

It's all about learning by doing at Rainbows. Watch your daughter gain confidence as she explores new things, makes friends and earns badges 🌈 😊

Sign up with by visiting the link in our bio 👉

Note: make sure to update the link on your Instagram profile

Social post examples

Instagram



girlguiding

girlguiding It's all about learning by doing at Rainbows. Watch your daughter gain confidence as she explores new things, makes friends and earns special badges 🌈😊

Sign up with by visiting the link in our bio 📌

Facebook



Girlguiding
May 14

In Rainbows it's all about learning by doing. From discovering the joys of nature to having lots of fun playing sports together - there's so many exciting activities for your daughter to try! 🌈🌿

Come join us 📌 <https://bit.ly/3kWgOrz>

Twitter



Girlguiding
May 14

Try Rainbows, a fun activity group for girls aged 4 – 7 (5 years in some areas). Girls have great experiences, make new friends and develop confidence 🌈📖

Find a group near you 📌 <https://bit.ly/3kWgOrz>

Key messages

Brownies

- We have lots of inspiring activities at Brownies for ages 7-10. Girls enjoy going on fun-filled adventures together. Sign your daughter up today
- Are you looking for an exciting activity group? At Brownies, girls have plenty of laughter together, trying out new activities and exploring the great outdoors! Come join us
- In Brownies, girls have the chance to earn lots of badges and take part in activities such as making their own plant paradise. Join us
- At Brownies, your daughter can gain confidence by performing to her friends and unleashing her inner artist. Find your local group today

Social copy

Copy for example Facebook social post:

Have you been searching for a fun activity group for your daughter? We have lots of exciting activities for ages 7 - 10. At Brownies, girls have lots of fun exploring together in the great outdoors 🌲 👧👧

Come join us 🖱️ [\[Insert link\]](#)

Copy for example Twitter social post:

Whether it's a performance or a singalong with friends, watch your daughter's confidence soar as she unleashes her inner artist at Brownies! 🗣️ 🎨

Find your local group today 🖱️ [\[Insert link\]](#)

Copy for example Instagram social post:

In Brownies, girls make their own plant paradise and earn their 'Grow Your Own' Badge. Sound fun? We have lots of brilliant activities to try 🌱

Joins us by visiting the link in our bio 🖱️

Note: make sure to update the link on your Instagram profile

Social post examples

Instagram

 **Girlguiding**
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girlguiding In Brownies, girls make their own plant paradise and earn their 'Grow Your Own' Badge. Sound fun? We have lots of brilliant activities to try 

Joins us by visiting the link in our bio 

Facebook

 **Girlguiding**
May 14

Have you been searching for a fun activity group for your daughter? We have lots of exciting activities for ages 7 – 10. At Brownies, girls have lots of fun exploring together in the great outdoors 🌲👧

Come join us  <https://bit.ly/3kWgOrz>



Twitter

 **Girlguiding** @Girlguiding · May 14

Whether it's a performance or a singalong with friends, watch your daughter's confidence soar as she unleashes her inner artist at Brownies! 🎨👧

Find your local group today  bit.ly/3kWgOrz



Key messages

Guides

- Sign up your daughter to take part in lots of exciting activities for ages 10 - 14. Join Guides today
- At Guides, girls get their creative ideas flowing by making juice drinks and earning a mixology badge! There's lots of fun to be had and badges to earn. Find your local group
- Try Guides, girls enjoy choosing which activities they take part in, from making sweet treats to upcycling items, there's lots of new things to try! Come join us
- Girls experience fun-filled exciting adventures, gain confidence and make new friends. Sign up

Social copy

Copy for example Facebook social post:

We've got lots of exciting activities for ages 10 - 14. Our activities are for all abilities, so girls enjoy trying new things. From making sweet treats to upcycling items and exploring the great outdoors!  

Start your daughter's journey at Guides  [\[Insert link\]](#)

Copy for example Twitter social post:

In Guides, there's always lots of exciting activities to try out and badges to earn. Girls enjoy getting their creativity flowing by making juice drinks and enjoy earning a mixology badge!  

Find your local group  [\[Insert link\]](#)

Copy for example Instagram social post:.

Know a brilliant girl aged 10-14 looking for exciting adventures, the chance to gain confidence, or make friends? 

Find your local group today, linked in our bio 

Note: make sure to update the link on your Instagram profile

Social post examples

Instagram



girlguiding

Know a brilliant girl aged 10-14 looking for exciting adventures, the chance to gain confidence, or make friends? 🧑🏻‍🎓 Sign up with the link in our bio 🙌

Facebook



Girlguiding
May 14

We've got lots of exciting activities for ages 10 – 14. Our activities are for all abilities, so girls enjoy trying new things. From making sweet treats to upcycling items and exploring the great outdoors! 🌿🔍 Start your daughter's journey at Guides 🙌 <https://bit.ly/3kWgOrz>

Twitter



Girlguiding @Girlguiding · May 14

In Guides, there's always lots of exciting activities to try out and badges to earn. Girls enjoy getting their creativity flowing by making juice drinks and enjoy earning a mixology badge! 🍉🍷 Find your local group 🙌 bit.ly/3kWgOrz

Key messages

Girlguiding

- Start your daughter's journey with Girlguiding, a fun activity group for girls and young women aged 4-18 (5 years in some areas). Sign up today
- Try Girlguiding, your daughter has fun, goes on outdoor adventures and makes friends. Come join us!
- Your daughter has the chance to develop her potential by trying new things, earning badges and having fun! Find your local group today
- At Girlguiding, she'll have lots of fun, from camping outdoors to being creative and trying out new sports. Find a group near you

Social copy

Copy for example Facebook social post:

Does your daughter want to learn new skills and have fun? 

Start your daughter's journey today with Girlguiding, we have lots of fun and adventurous activities for girls and young women aged 4-18 (5 years in some areas)

Sign up today  [\[Insert link\]](#)

Copy for example Twitter social post:

At Girlguiding, your daughter has the chance to develop her potential by trying new things, going on adventures and having lots of fun with new friends! 

Find your local group today  [\[Insert link\]](#)

Copy for example Instagram social post:

Fun, friendships and unforgettable experiences are at the heart of Girlguiding.

We have lots of fun and adventurous activities for girls and young women aged 4-18 (5 years in some areas) 

Find your local group today with the link in our bio 

Note: make sure to update the link on your Instagram profile

Social post examples

Instagram

 **Girlguiding**
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girlguiding Fun, friendships and unforgettable experiences are at the heart of Girlguiding. We have lots of fun and adventurous activities for girls and young women aged 4-18 (5 years in some areas) 😊
Find your local group today with the link in our bio 📍

Facebook

 **Girlguiding**
May 14

Does your daughter want to learn new skills and have fun? ❤️
Start your daughter's journey today with Girlguiding, we have lots of fun and adventurous activities for girls and young women aged 4-18 (5 years in some areas).
Sign up today 📍 <https://bit.ly/3kWgOrz>



Twitter

 **Girlguiding** @Girlguiding · May 14

At Girlguiding, your daughter has the chance to develop her potential by trying new things, going on adventures and having lots of fun with new friends! 🧑🏻‍🦰
Find your local group today 📍 bit.ly/3kWgOrz





Any questions?