

Girl recruitment marketing: social media guide

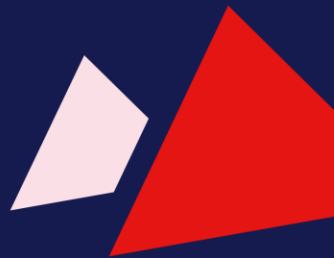
2024



In this guide, you'll find:

- Ready to use social media copy for girl recruitment
- Social media tips for Facebook and Instagram

Girl recruitment: social media copy



Girlguiding

Social post examples

Facebook

Did you know that girls in @Girlguiding are up to 23% more confident than girls in the UK on average? 

We help girls realise they can do anything through laughter, learning and unforgettable adventures!

👉 Want to give your child a confidence boost? 🚀 Join us today: <https://www.girlguiding.org.uk/information-for-parents/register-a-child/>

Instagram

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Want to give your child a confidence boost? Join us today by visiting the link in bio 👉

Facebook

A place to be herself  

At Girlguiding, we provide safe, affordable spaces where girls can try new things, have fun, and just be themselves – away from the pressures of the world. 

Sign up your child today: <https://www.girlguiding.org.uk/information-for-parents/register-a-child/>

Instagram:

A place to be herself  

@Girlguiding provides safe, affordable spaces where every girl can try new things, have fun, and just be herself – away from the pressures of the world. 

Sign up your child today by visiting the link in our bio 👉

Rainbows

Social post examples

Facebook

What does a wildlife watcher, pop singer and stargazer have in common? 🌍

They're just a few of the magical adventures your child can dive into at Rainbows!

With our fun-filled programme of activities, your little one will giggle, play and learn new skills every step of the way

👉 Explore opportunities for your child here 👉 <https://www.girlguiding.org.uk/what-we-do/our-badges-and-activities/programme-for-every-girl/>

Instagram

What does a wildlife watcher, pop singer and stargazer have in common? 🗨️

They're just a few of the magical adventures your child can dive into at Rainbows

With our fun-filled programme of activities, your little one will giggle, play and learn new skills every step of the way

Register your daughter for magical moments by visiting the link in our bio 👉

Facebook

At Rainbows, we're learning by doing! 🌈

From caring for animals to making happy messes (and helping clear it up!) your child will have lots of fun discovering the world around her

Sign up your little explorer today 👉 <https://www.girlguiding.org.uk/information-for-parents/register-a-child/>

Instagram

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From caring for animals to making happy messes (and helping clear it up!) your child will have lots of fun discovering the world around her

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Brownies

Social post examples

Facebook

At Brownies, your child realises she can do anything! ✨

She might grow her first plant, earn her first badge for meditating, put up (and take down) her first tent on her first fun-packed weekend away with her new guiding friends. There's something for every girl.

A world of firsts await – sign up your child today 👉 <https://www.girlguiding.org.uk/information-for-parents/register-a-child/>

Instagram

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Facebook

What's Brownies all about? 🌲

Non-stop fun, friendships and adventure! Girls are learning to unwind and look after their wellbeing. She can try our nature hikes, and collect badges along the way, for every new achievement.

👉 Find out how your child could join the fun at Brownies: <https://www.girlguiding.org.uk/what-we-do/brownies/>

Instagram

Curious about what girls get up to at Brownies? 🎵

Non-stop fun, friendships and adventure! They're learning to look after their wellbeing, stage their first performance with new friends, and they're collecting badges along the way, for every new achievement.

Visit the link in our bio to find out how your child can join the fun 👉

Guides

Social post examples

Facebook

🔍 Wondering what girls get up to at Guides?

Guides is a relaxed space, where girls share giggles, stories, dreams and make friendships that last a lifetime.

Guides is also where girls become leaders, raise money for charity, care for the environment and inspire younger girls in Rainbows and Brownies

Find out more about the adventures Guides go on 📌 <https://www.girlguiding.org.uk/what-we-do/guides/>

Instagram

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Find out more about the adventures Guides go on by visiting the link in our bio 📌

Facebook

Girls are doing it all at Guides 💪

They're thinking up new sports, upcycling old items into new treasures or raise money for a charity that matters most to them.

At Guides, girls realise they can do anything – sign your child up today 📌 <https://www.girlguiding.org.uk/information-for-parents/register-a-child/>

Instagram

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Rangers

Social post examples

Facebook

Rangers is what you make it ✨

You could be gearing up for music festival fun or perfecting a new recipe 🔍

Make friends, make memories, make change in your community – find out about more what adventures are waiting for you at Rangers:

<https://www.girlguiding.org.uk/what-we-do/rangers/>

Instagram

Rangers is what you make it ✨

You could be gearing up for music festival fun or perfecting a new recipe 🔍

Make friends, make memories, make change in your community – visit the link in our bio to find out what adventures are waiting for you at Rangers 🙌

Facebook

Your ideas come to life at Rangers ✨

Rangers is a place where you can hang out and be yourself. It's also a place where ideas come into action! Whether it's bringing characters to life, creating inventions, den making or campaigning on causes you care about.

At Rangers, we help girls know they can do anything, learn more 🙌 <https://www.girlguiding.org.uk/what-we-do/rangers/>

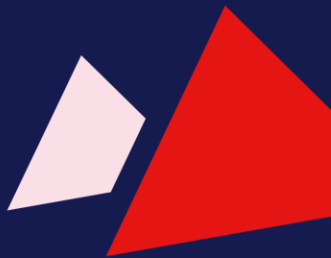
Instagram

Ready for your ideas to come to life? ✨

Rangers is a place where you can hang out and be yourself. It's also a place where ideas come into action! Whether it's bringing characters to life, creating inventions, den making or campaigning on causes you care about.

Curious about what else girls are up to at Rangers? Visit the link in our bio 🙌

Girl recruitment: social media tips



Social media tips

Recommendations for Instagram

- Don't forget to **[add a link in your profile](#)** – you could link to:
 - The national Girlguiding **Register a Child** website page – **<https://www.girlguiding.org.uk/information-for-parents/register-a-child/>**
- Tag **@Girlguiding** in your recruitment posts – let's stay connected!
- **Mix up the types of media you share!** We have awesome girl recruitment videos you can post to Instagram as reels – you can find this on our recruitment marketing materials webpage
- **Try to post consistently**, all social media platforms reward regularity.
- **70% of Instagram users watch Instagram stories!** Post content on Instagram stories when you can

Social media tips

Recommendations for Facebook

- **Pin important posts**, like your recruitment content! By doing this, your **important posts stay visible for longer** – and this will be the first thing anyone who visits your page sees
- **Post at the right time:** find out when your audience is online by looking at your Facebook page insights, or doing a little desk research
- **Engage with your audience by doing things like replying to comments** – Facebook’s algorithm loves to see meaningful interactions
- **Get your audiences to engage with each other** – sprinkle **a couple call to actions** that involve your audience tagging a friend perhaps

Social media tips

Recommendations for TikTok

- Use **trends and sounds** but put a Girlguiding spin on it! Check out [@Girlguiding](#) on TikTok to see how you can do this
- Have you **considered getting your content out there with hashtags on TikTok?** Find out what hashtags are performing well in your local area and with your audience, and add them to the end of your post or as a comment under your post
- Always **film videos in portrait** (vertically)
- **Be quick with the trends!** Trends on TikTok change fast – so jump on them as soon as you can
- TikTok isn't just for video content! Try posting some photos too e.g. Come with me to... (use snapshots from your day instead of a video)
- **Take inspiration from your comments section!** Reply back to comments with a video
- Adding **relevant hashtags to your caption** are a good way to get eyes on your content
- **Have fun with it!** TikTok isn't super serious so let your personality shine

How to turn subtitles on for video

Facebook and Instagram

On your Facebook account follow these steps:

1. On your computer you can adjust your video settings to always show captions if available. Click your profile picture in the top right of Facebook.
 2. Select **Settings & privacy**, then click **Settings**.
 3. Scroll down and click **Media** in the left column.
 4. Click or next to **Always Show Captions** to turn on or off captions for Facebook videos, when available.
- Your caption settings will only apply to videos you watch on a computer.

Further instructions here for [mobile and apple devices](#)

On your Instagram profile follow these steps:

1. Tap more options in the top right, where it shows 3 horizontal lines
2. Below the section called **our app and media**, tap accessibility.
3. Tap **captions and translations**, then tap or next to captions to **turn them on or off**.

Note that captions will show even if the volume on your device is on.

Captions for video ads in your feed cannot be adjusted.

[More information here](#)



Girlguiding

