



Media Star Patch Program

Lights! Camera! Girl Scouts!

Learn media skills, create content,
and share your Girl Scout story.

This patch program is designed for
Girl Scouts of all ages from the
GSK Marketing & Communications Team.

Discover

Explore the world of media and storytelling!

Choose 1-2 activities from the list below to complete this section.

Emoji Charades

Gather in a circle. Take turns drawing an emoji card and acting it out silently while the group guesses what it is. Keep going until everyone has had a turn or time runs out, and talk about how emojis can help express emotions and ideas online. Access the emoji cards [here](#).

#Hashtag It

The leader calls out a Girl Scout activity, like camping, earning a badge, or running a cookie booth. Girl Scouts write down hashtags that relate to that activity, then share their ideas with the group. Talk about which hashtags are fun, clear, or would help others find the post online, and discuss how hashtags can show the world what being a Girl Scout is all about.

Mood Board Magic

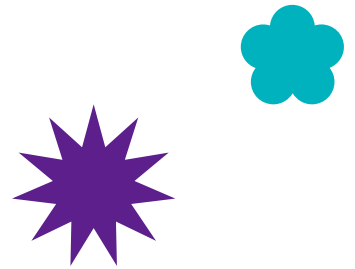
Create a media “mood board” for your Girl Scout story using cut-out images, drawings, or a Canva collage. Include colors, quotes, emojis, or pictures that match your vibe.

Logo Quiz Show

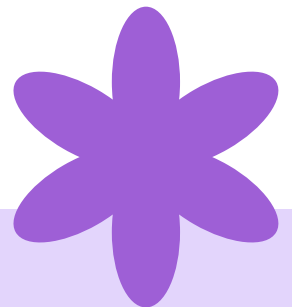
Show one logo at a time. Take turns guessing the brand name. After each answer, discuss what makes the logo memorable and how colors, shapes, and symbols help people recognize a brand—just like the Girl Scout logo! Access the logos [here](#).

Internet Safety

Smart or Not?: Read the Girl Scout Internet Safety Pledge [here](#). Using index cards or signs with internet safety scenarios, read each scenario aloud. Girl Scouts should respond with a thumbs-up if it’s a smart choice or a thumbs-down if it’s not. After each response, talk as a group about why it’s a good or bad idea and how to stay safe online while sharing your Girl Scout story. Access the internet safety scenarios [here](#).



The Girl Scout logo was first designed in 1912 and has evolved many times... just like social media trends!



Girl Scout Leader:

Access all the Media Star Patch Program resources in one place! Scan the QR code or visit the bitly link to find activity materials, media examples, and other helpful tips.

[bit.ly_MediaStar](https://bit.ly/MediaStar)

Connect

Learn how to collaborate, communicate, and create content with purpose!

Choose 1-2 activities from the list below to complete this section.

Meet a Media Professional

Reach out to a local reporter, photographer, or social media manager. Ask them a few questions or request a short virtual meeting to learn about their job.

Mini Press Release

Write a short announcement about a Girl Scout activity, event, or achievement, just like real media teams do.

Girl Scout Media Tour

Watch a selection of videos featuring Girl Scouts in the media [here](#). As you watch, take notes on how the story is told, what makes it engaging, and what you notice about how the Girl Scouts are represented. Discuss with your troop or a partner: Which video inspired you the most? How would you tell a similar story?

Caption This

Using digital Girl Scout photos, write a short caption that tells the story of what's happening in the photo (Bonus: include hashtags!). Be creative: your caption can be funny, inspiring, or dramatic. Share your captions with the group and talk about which ones best capture the moment or message. Access the Girl Scout photos [here](#).

News Reporter Challenge

Watch a selection of videos featuring Girl Scouts in the media [here](#). Pretend you are a reporter and create 3-5 interview questions you would ask someone about a Girl Scout event, badge, or project.



Juliette Gordon Low used telegrams, letters, and even phone calls to spread the word about Girl Scouts. She was the original influencer!

Follow & Share!

Follow Girl Scouts of Kentuckiana on Facebook & Instagram to see what other Girl Scouts are creating for the Media Star Patch Program! Don't forget to tag us and use [#GSKMediaStar](#) when you share your photos, videos, or stories.



@girlscoutskyana



@GSKentuckiana

Take Action

Use your voice and media skills!

Complete ONE activity in this section, then use the form below to share your creation!

Be the Star of the Show

Create a short video or social media reel highlighting something you love about Girl Scouts (favorite badge, fun fact, or “day in the life”) and submit it for use on council social channels.

Write Your Girl Scout Story

Write a short blog post or paragraph for the Girl Scouts of Kentuckiana weekly newsletter, News You Can Use (prompt examples: “What being a Girl Scout means to me,” “Why I love my troop,” or “How I made the world a better place”).

Take Over the Feed

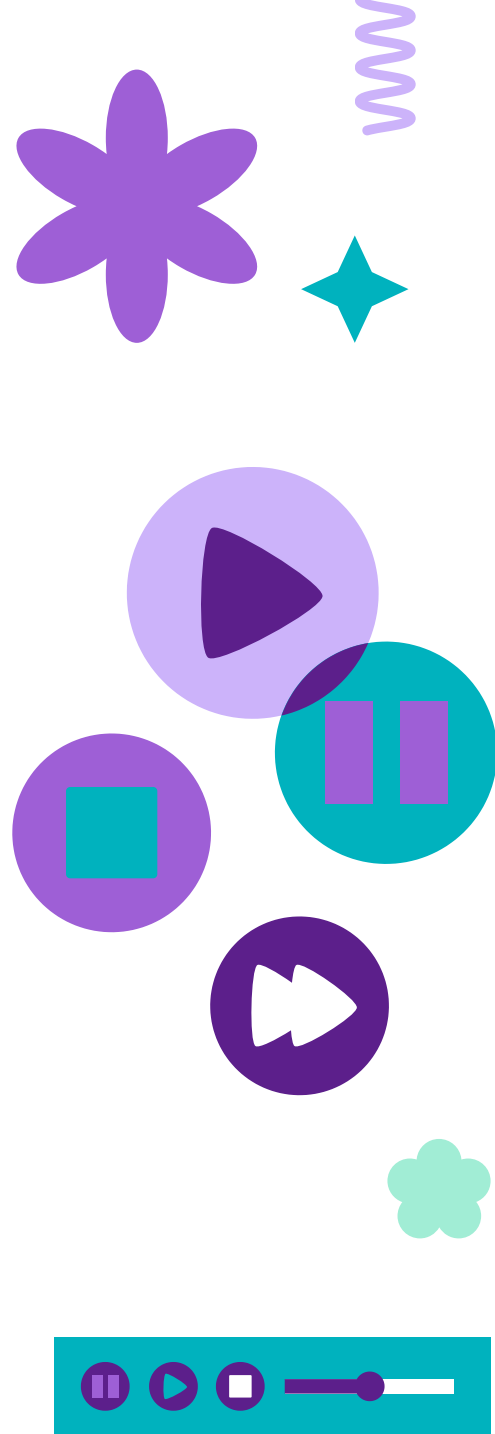
Sign up for a “Social Takeover Day” where Girl Scouts plan and help post content on the council Instagram/Facebook for 24 hours (with council support). To sign up, email Maggie Peake: mpeake@gskentuckiana.org.

Picture Perfect

Submit a photo + one-sentence quote that could be used in an upcoming public campaign or social media post for recruiting NEW Girl Scouts to join!

DO Try This at Home

Record a quick “Try This” video tutorial showing how to do something they learned in Girl Scouts (e.g., how to tie a square knot, how to start a campfire, etc.).



Submit Your Story!

When you’ve completed your Take Action step, share your creative work with us! Submit your photos, videos, blog posts, or reels through our Media Star Submission Form by scanning the QR code or visiting the bitly link. Your story could be featured on our social media pages, in our newsletter, or on our website, showing the world what Girl Scouts can do!



[bit.ly_MediaStarSubmission](https://bit.ly/MediaStarSubmission)