Online Marketing for Your Cookie Program

The Cookie Program is a hybrid platform that combines digital and in-person customer engagement. Check out the guidelines below to ensure the safest experience for the digital component of the Cookie Program.

- Girl Scouts, volunteers, and parents/caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Safety Pledge, and Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.

- Parents and Girl Scouts older than 13 may use social media to promote their Digital Cookie link to family and friends on personal accounts.
  - For marketing purposes, parents/caregivers are allowed to create announcements marketing their Girl Scout's Cookie Program on closed/private groups on social media. To ensure the Girl Scout's safety, the Digital Cookie link should not be copied onto these posts or in the comments. Instead, please use direct messaging to share the Digital Cookie link and collect orders from customers.
  - Please do not make these posts on public groups. We also do not recommend that you post on private groups in which you do not know the majority of the members.

- Girl Scout Cookies or Digital Cookie links should never be posted on online retail sites like public yard sale groups, Facebook Marketplace, or eBay. Be aware that the use of a dollar sign ($) may automatically move your personal posts to Facebook Marketplace, so check your post settings.

- Troops are not allowed to have public-facing Facebook or Instagram pages. Furthermore, booth sale locations, times, and dates should not be shared via social media pages. Please use the Cookie Finder app on your Troop's Digital Cookie site to direct customers to your booth sales.

- Girls should never post their last names on their sites and never agree to meet up alone with anyone they have met through their website.

- Remember that anything that is posted publicly, including personal information, videos, and pictures of your Girl Scout, can easily be shared in places that you may not expect. We recommend changing your profile and post settings to private. And remember, think before you post!

These quick links will give you detailed guidance in Digital Online Marketing for Girl Scout Cookie Program.

Internet Safety Pledge	Digital Cookie Pledge	Computer and Internet Use: Safety Activity Checkpoints

If you have any photos of your Girl Scouts participating in any portion of the Cookie Program, send them to media@gshg.org, and you may see them featured in 5 on Friday or on council social media accounts!