

# Online Marketing for Your Cookie Program

**The Girl Scout Cookie Program® is a hybrid platform that combines digital and in-person customer engagement. Check out the policies below to ensure the safest experience for the digital component of the 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/caregivers and Girl Scouts older than 13 (who have parental permission) may use social media to promote their Digital Cookie link to family and friends on personal accounts.
  - Social media announcements to market a Girl Scout's Cookie Program should only be made on personal, private accounts or in safe, closed groups in which the parent or girl knows the members. To ensure the Girl Scout's safety, the Digital Cookie link should not be copied onto these posts or in the comments in any groups.
    - Example: A neighborhood group with the 25 people on your street that you know is likely a safe, closed group. A community group with thousands of members who you may or may not know is likely not.
    - From the Digital Cookie Pledge: *"I will not directly message with people online or on social media platforms that I do not know."*
- Girl Scout Cookies or Digital Cookie links should never be posted on online retail sites like public yard sale groups, Facebook Marketplace, Craigslist, or eBay.
  - From the Digital Cookie Pledge: *"I understand and agree that I will only sell online using my Digital Cookie site. Additionally, I will not post on any online resale sites."*
- Cookie booth 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.
- 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.
- Troops are not allowed to have public-facing Facebook or Instagram pages (see Girl Scouts of Historic Georgia's Social Media Guidelines for more guidance).
- 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. Change your profile or post settings to private to ensure that your post won't be shared with people you do not know. And remember, think before you post!

**If you have any questions, please contact your regional product program manager.**

*These quick links will give you detailed guidance in digital online marketing for the cookie program:*



[Digital Cookie Pledge](#)



[Internet Safety Pledge](#)



[Computer and Internet Use: Safety Activity Checkpoints](#)



[GSHG Social Media Guidelines](#)

