

Girl Scout Cookie Program Social Media Rules

We know that girls aren't going door-to-door as much as they used to and that social media, email, texting and neighborhood groups are today's online version of going "door-to-door." With the use of these sites and apps to market cookies, you and your Girl Scouts must remember that this is a **girl-led** program and follow all product program online safety guidelines, including, but not limited to:

- Must identify herself as a Girl Scout—we encourage you to use troop # (never share a girl's last name).
- Will only share social media posts with family and friends you know—should not be visible by the public.
- Will NOT give out any specific information such as address, telephone number(s), parent's or guardians' work address/telephone number(s), and the name and location of your school.
- Adults must accompany girls grades K-5 and supervise girls grades 6-12.
- Will follow all of the Girl Scout Terms and Conditions related to Digital Cookie on the [Girl Scout Internet Safety Pledge](#), [Digital Cookie Pledge](#) and [Supplemental Safety Tips for Online Marketing](#).

Special note for adults: As your Girl Scout's need approval and supervision to utilize these marketing tools it is important to remember that this is a girl-led program. We encourage you to use this time to encourage and allow your Girl Scout's to learn by doing, and leading her participation in the product programs. More tips for online marketing are available on the [Digital Marketing Tips for Cookie Entrepreneurs and Families!](#)

Yes

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Text Message
- ✓ Email/Private Message
- ✓ Nexdoor/Neighborhood groups
- ✓ Closed Facebook Groups*

***Closed Facebook Groups**—Girls may ONLY post to Facebook groups that are restricted and closed to a specific neighborhood, HOA or Girl Scout community.

All online
girl-delivered orders
need to be approved or
denied in Digital Cookie—
DO NOT approve an
order you don't intend
on delivering!

IMPORTANT NOTE: The last day to publicly sell Girl Scout Cookies is May 1. After this date GSSWT asks that all social media posts be taken down and any troops with remaining inventory refrain from posting online.

Girls over the age of 13 should partner with their parent/guardian, to use their **private** Facebook, Twitter, Instagram, Nexdoor, text messages, and emails as online marketing tools to let family, friends, and former customers know about the program, collect indications of interest and share your Digital Cookie link with friends and family!

Girls under 13, with parent approval and supervision, may use their parent/guardian's **private** Facebook, Twitter, Instagram, text message, and email as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest.

NO



- ✗ Craigslist
- ✗ eBay
- ✗ Amazon
- ✗ Facebook Marketplace

Girls may not use **Craigslist, eBay, Amazon or Facebook Marketplace or any resale sites** to post about their participation. Girls may only post about their participation in Girl Scouts product programs on social media sites that allow them to restrict access to family and friends, and not to resale or social media sites open to the public.