Social media guidelines

Before marketing their cookie business online, Girl Scouts and caregivers must review:
- Girl Scout Internet Safety Pledge
- GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing

While social media can be used to promote a Girl Scout's cookie business to family and friends, no contact information or Digital Cookie links should ever be posted on public pages or to a public audience. Below are some guidelines to help your troop members become confident Social Creators!

Informational Messages: TELL your social world about Girl Scout Cookies! What are your favorites? What do you love most about Girl Scouts and the Cookie Program? These messages are informational in nature and can be shared anywhere on social media but should not include any direct contact information or personal links. You can include the link to the cookie finder

Commercial Messages: SELL your Girl Scout Cookies! Want to engage in business with a customer? These are the messages that do that and can only be shared on your personal social media

Personal Page: This page's audience follows you for more than your Girl Scout Cookie business

Public Groups: If you do not personally know at least 50 percent of the members of a group, you may not post any commercial messages. This remains true even if you must be approved to join the group. It also applies to groups such as Nextdoor
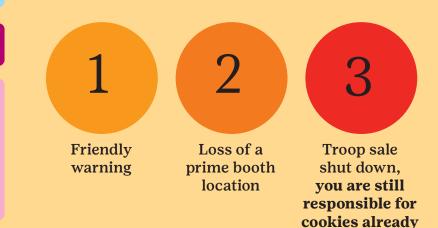
Selling Sites: such as Facebook Marketplace, eBay, etc. cannot be used

A personal phone call adds a special and personal touch to your cookie success!

Council will not be monitoring social media—Girl Scouts and caregivers are on their Girl Scout Honor. Social media violations are subject to the three strikes rule.

Three strikes rule

While we hope this never happens, there are consequences for breaking the rules. Strikes are issued to the entire troop, **meaning everyone is accountable for each other.** This is why caregiver meetings are so important! Let's work together and live by the Girl Scout Law—be honest and fair and a sister to every Girl Scout!

1 Friendly warning

2 Loss of a prime booth location

3 Troop sale shut down, **you are still responsible for cookies already checked out**