

Social Media Guidelines



These are per GSUSA's current 2026 guidelines. Keep in mind that all online sales must be made through DC. These guidelines are for advertising only.

Can we...	Answer	Important Notes
Post on our own personal Facebook, Instagram, or similar forums?	YES	Do not include "\$" in your post. Many times, this directs a post to Marketplace with no further action.
Post on family members' social media?	YES	
Share in our church's newsletter or social media?	YES	Must have the approval of the site's management.
Post on Nextdoor and HOA neighborhood pages?	YES	Use the Girl Scout's link and do not disclose their exact location.
Post on doctor's office memo boards?	YES	Must have the approval of the site's management.
Post on Marketplace, Craigslist, buy/sell/trade sites, and garage sale or swap meet sites?	NO	This is not an appropriate use of the cookie program.
Post on school parent or PTA sites?	YES	Must have school admin approval.
Post on community hot topic discussion pages?	NO	Always remember that safety comes first!
Post in support groups (e.g. Moms of AZ)?	YES	Only links can be shared. No public comments or dealings. All activity should be through the Girl Scout's digital link.
Post on a community site I do not live in?	NO	Let's be a sister to every Girl Scout.
Post on community pages (e.g. CG Chat)?	YES	Only links can be shared. No public comments or dealings. All activity should be through the Girl Scout's digital link. We highly suggest SU representatives reach out to the moderators on community forums to start one thread, including links from all Girl Scouts in that community who want to post their link.

Always be on your best behavior when advertising during cookie season. Your posts are representing not only you but also the Girl Scout Mission!