

## Girl Scout Cookie Program Social Media Guidelines

GSNNJ Troops, Girl Scouts, and their caretakers should refer to these guidelines on the appropriate use of social media platforms to sell Girl Scout Cookies. The following information will guide you in the use of Facebook and other social media platforms as a tool for marketing a successful Girl Scout Cookie program.

**Digital Cookie is the only approved online outlet for selling Girl Scout Cookies, designed to supplement and enhance the traditional Girl Scout Cookie Program.**

Registered Girl Scouts use Digital Cookie to set up an online storefront. Girls then provide their customers with a unique link to their Digital Cookie storefront which ensures a safe, secure, and protected online environment for girls to sell cookies. Girls should only share their Digital Cookie site with people they know in real life.

Please note The Digital Cookie Safety Pledge and Code of Conduct for selling cookies online. These measures are designed to keep girls safe.

1. Girl Scouts should never post their last names, addresses, phone numbers, or email addresses.
2. Girl Scouts may only post about their participation in the Digital Cookie platform on social media sites that allow them to restrict access to friends and family (e.g. private Facebook accounts), and not to social media sites open to anyone (e.g. Craigslist, eBay, Facebook Marketplace, public Facebook groups, private Facebook groups that are community centric\*, auction sites, online yard sales sites, garage sales sites, etc.). \*Community centric private Facebook groups include, but are not limited to, political party sites, town sites, crafting sites, etc.
3. Girl Scouts will only share their Digital Cookie site with people they know in real life.
4. When promoting their cookie sales, Girl Scouts should NOT include foul language in their messaging, on their clothing, or in images being shown, or use any symbols that would be regarded as offensive, obscene, or hateful to others. Participants should be dressed appropriately in any photos or videos that represent them as part of the Girl Scout organization.
5. When selling cookies, Girl Scouts are not permitted to endorse or sell other products or collect monetary donations for other organizations. Such actions could result in legal issues for parents/caregivers, the Girl Scout organization, and others involved.

### Marketing your Girl Scout Cookie program vs. Selling Girl Scout Cookies online

There is a difference between **marketing your sale of Girl Scout Cookies** and **selling Girl Scout Cookies online**. Marketing your cookie sale is an acceptable and useful tool, providing customers with an announcement that cookies are available. Selling online requires private information to be exchanged over websites and is prohibited, with the exception of Digital Cookie. The difference is how, what, and to whom information is shared and exchanged.

Selling vs. Marketing	Message	Audience
Selling	It's Girl Scout Cookie time! My daughter is selling Girl Scout Cookies during her first year as a Daisy. Please visit her Digital Cookie website to order cookies today! <a href="https://DigitalCookie.girlscouts.org/scout/Susie12345">DigitalCookie.girlscouts.org/scout/Susie12345</a>	Friends & Family Only
Marketing	Troop 12345 is having a booth sale today at Walmart from 10 am—2 pm! Stop by and see us! The girls are selling cookies to fund their end of the year trip to Liberty Science Center.	Friends, family, and general public