

Product Program Social and General Media Policies

Posting to any allowed social or general media may ONLY be done during GSNI Cookie Program dates listed below.

Posts ALLOWED

- Information regarding in-person, online, and booth sales may be posted January 5-March 10, 2024.
- Posting to personal social media sites is permitted. Be cognizant of settings (private vs. public).
- Posting to LOCAL public social media sites (approved membership or public) with Girl Scout or Troop Digital Cookie link for online direct ship orders and public pick-up of girl delivery orders. We remind parents and troop volunteers to be safety conscious and cautious providing a Digital Cookie link to unknown customers. ALWAYS meet in a public location for distribution of Girl Delivery orders from unknown customers.
- Posting to LOCAL public social media sites (approved membership or public) for the promotion of cookie booths, cookie stands, or to take traditional orders. ALWAYS meet in a public location for distribution of orders from unknown customers.
- Creation of a special social media site with a Girl Scout or Troop Digital Cookie link is allowed. It should include the sales goal of the Girl Scout or troop and how the troop plans to use troop proceeds.

Posts NOT ALLOWED

- Posting to national sites such as, but not limited to, eBay, Craigslist, Amazon, Facebook Marketplace, YouTube Shopify, etc. is NOT permitted.
- NO paid advertising of any kind on social media or general media is allowed.

GSNI reminds everyone that the Girl Scout Cookie Program is a Girl Scout-led program and Girl Scouts should be involved as much as safely possible in social media and online sales.

- Talk about the Girl Scouts' and troop's sales goal and how the troop determined their goal.
- Remind customers 100% of cookie proceeds stays local.
- Explain how the troop plans to use their troop proceeds.
 - Saving for a big trip or activity. Supporting a community service or take-action project.
 - Completing Bronze, Silver or Gold awards. Supporting troop expenses.
- Explain what Girl Scouts are learning by participating in the Cookie Program.

The safety of Girl Scouts and their families is first and foremost.

- Parents use caution when posting to ANY social media site and taking orders from strangers.
- Parents should use their best judgement when approving in-person delivery orders versus shipped-only orders, to customers they don't know.
- A girl should be accompanied by an adult at all times when delivering cookies. Abuse or misuse of a Girl Scout's Digital Cookie site may result in council or GSUSA inactivating the site.

