



January 22, 2022, eBudde email

Dear Girl Scout Families and Volunteers –

Due to an increase in questions, we wanted to take an opportunity to highlight some of our social media guidelines during the cookie sale. These guidelines are in place to keep girls safe online, ensure a fair cookie program for all Girl Scout cookie entrepreneurs, and to align with national social media guidelines.

Girls can use social networking sites to gather sale commitments from family and friends. Please adhere to the following guidelines for girls/families/troops:

- You can market to collect indications of interest from family and friends
- You cannot post a girl's Digital Cookie link on sites such as eBay, Craigslist, KSL Classifieds, Amazon, NextDoor, Facebook Marketplace, yard sale sites, etc.
- All social media platforms should always be through accounts set to "private" or "closed"
- Friends and family or a girl must not market or share a girl's contact information, sales links, or sales information on public-facing online sites. This also includes social media groups that are labeled as "closed" but include members of the general public (city pages, special interest groups, yard sale sites, etc.). This ensures the safety of our girls and adherence to the cookie sale guidelines, as well as the numerous posting guidelines on websites and social media.
- * Please note – it IS allowed to reply to someone's post with a comment directing them to send you a private message for a link. You should NOT, however, be the original poster on public pages asking people to message you. You cannot use paid social media advertisements to promote a girl's link or selling cookies in general.
- Girls must sign the Girl Scout Internet Safety Pledge before doing any online activities, and all online activities must be under the supervision of an adult
- Do not expose a girl's email address, physical address, or phone number to the public
- Girl Scouts under 13 can use their parent or guardian's online sites with their approval and supervision
- Girls over the age of 13 may work in partnership with an adult to market products online, using the social media of the adult or the girl's social media sites

If you have any questions, please refer to the full Social Media Guidelines here: <https://www.gsutah.org/en/cookies/Cookie-Resources.html#socialmedia>

Thank you for all you do for girls!