

## Cookie Program Social Media and Email Guidelines

### SOCIAL MEDIA AND EMAIL GUIDELINES

Consistent with national guidelines, girls may use Facebook, Twitter, Instagram, etc., text messages, direct messages, and emails as online marketing tools to market the Girl Scout Cookie Program to friends and family (for clarity, “friends and family” are people whom the girl or her family personally know).

Girls and troops may use private social networking sites (e.g. Facebook, Twitter, Instagram, Pinterest, etc.) to post about the cookie program. Troops will utilize the provided verbiage from GSU when posting about troop Cookie Booths.

Troops, and girls who are at least 13 years old and have parental permission, may set up a troop or group social networking site in accordance with the United States Child Online Privacy and Protection Act [COPPA] and the Child Online Protection Act [COPA].

We ask that girls, families, and troops not advertise or post messages or requests on web-based public groups and pages, such as Facebook Marketplace pages, eBay, Angie’s List, Craigslist, or KSL, 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.

The purposes behind the annual Cookie Program are to help girls develop important life skills and to provide them with the means to participate in great learning experiences. Although we sincerely appreciate the support of our Girl Scout families, we want to ensure that the girl is the one making contact with customers and filling their cookie orders. If a girl is 13 years old or older, she may use her private social networking accounts to reach out to family and friends about the Cookie Program. Girls under age 13 may reach out to family and friends using their guardians’ social networking sites.

### CUSTOMERS

Girls can market to and collect indications of interest orders from customers within their council’s zip codes. Refer prospects from outside council zip code jurisdiction to the council cookie finder at [girlscouts.org/cookies](http://girlscouts.org/cookies). Exceptions to this zip code rule are family members, friends, former customers, and Digital Cookie sales (see below).

### ONLINE SALES

Digital Cookie is the only approved online sales tool available for girls to use when selling (exchanging money online) cookies. Outside of Digital Cookie, girls cannot set up online sites where cookies are sold and money is exchanged via the internet. See the guidelines specific to Digital Cookie below.

Girls must sign the [Girl Scout Internet Safety Pledge](#) before doing any online activities, and all online activities must be under the supervision of adults.

## EMAIL

Girls cannot expose their own or any other girl's email address, physical address, or phone number to the public. When writing email messages or online announcements, girls should sign with their first name only along with their troop number, or first name and council name. Girls may also use a group account monitored by an adult or an adult's email account, which is supervised by that adult.

## ADVERTISING AND AUCTION-TYPE SITES

Girls and adults cannot post messages, requests, or advertisements on Facebook Marketplace, eBay, Craigslist, KSL, or any other classified or auction-type site. You cannot post paid ads on social media to promote a girl's link or about cookie sales in general.

NOTE: You may respond to someone's comment about looking for Girl Scout Cookies by asking them to send you a private message. This is the only way you may share a girl's link with someone.

During Cookie Booths, troops can post using the following verbiage from GSU to respond to inquiries about booths: "Thank you so much for asking about Girl Scout Cookies! You can find a Cookie Booth in Utah by visiting [www.gsutah.org/cookies](http://www.gsutah.org/cookies) and searching your zip code in the Cookie Finder."

## GUIDELINES SPECIFIC TO DIGITAL COOKIE

1. Girls must read and accept the [Girl Scout Digital Cookie Pledge](#) before they can participate in Digital Cookie
2. Volunteers must read and accept the [Digital Cookie Terms and Conditions](#) for Volunteers before they can participate in Digital Cookie
3. Girls over 13 years old may post about their participation in Digital Cookie on their social media that allows them to restrict access to friends and family (e.g. Facebook, Instagram, etc.).
4. Friends and family of a girl participating in the cookie program may market the girl's participation in the cookie sale but should not market the girl's personal contact information, sales links, or sales information on public-facing online sites. Friends and family of a girl may post with the caregiver's permission on their personal site.
5. Caregivers must approve the content of a girl's Digital Cookie web page before it goes live.
6. For girls under 13 years old, a caregiver must manage the girl's web site and be responsible for all content. In other words, girls under 13 are not allowed to post anything to their own sites or websites; it must be done by their caregiver.

Should any online marketing activities be identified as “in violation of guidance,” GSUSA or the council reserves the right to intervene and request removal or remove the post.

## PROMOTE TROOP COOKIE BOOTHS

Troops may promote their Cookie Booths on social media using any of the sample posts provided below. Replace the bold, italicized text with your troop’s information.

### Option 1

Girl Scout Troop XXXX will be hosting a Girl Scout Cookie Booth in front of \_\_\_\_\_ [*business name, should include city: i.e. Smith’s Grocery Store, Murray*] on [*Day, Date, Times (i.e. Friday, March 15, 2025 from 2:00-4:00 p.m.)*] come by and pick up your favorite Girl Scout Cookies! If you cannot make it to our booth, find one close to you using the Cookie Finder: [www.gsutah.org/cookies](http://www.gsutah.org/cookies).

Thank you for supporting your local Girl Scouts!

### Option 2

Girl Scout Troop XXXX is excited to host a Cookie Booth at [*business name, city: i.e., Target, Sandy*] on [*day, date, time: i.e., Saturday, February 22, 2025, from 10:00 a.m. - 1:00 p.m.*]! Stop by to grab your favorite Girl Scout Cookies and support our troop’s adventures and community service projects. Can’t make it? Find a Cookie Booth near you: [www.gsutah.org/cookies](http://www.gsutah.org/cookies).

Thank you for supporting Girl Scouts in your neighborhood!

### Option 3

Support your local Girl Scouts! Troop XXXX will be at [*business name, city: i.e., Walmart, West Valley City*] on [*day, date, time: i.e., Sunday, March 3, 2025, from 11:00 a.m. - 3:00 p.m.*] with all your favorite cookies in stock. Each purchase helps us reach our troop goals for camp and community projects. If you can’t stop by, check out our cookie finder link to locate a booth near you: [www.gsutah.org/cookies](http://www.gsutah.org/cookies).

Thank you for supporting Girl Scouts in [*city name*]!