

Social Media Guidelines



Social media is a wonderful place to tell your network that your Girl Scout is participating in the Girl Scout Cookie Program. However, there are guidelines that must be followed. A full description of the social media guidelines is available on our website and in the gsLearn cookie training series. The basics are outlined below:

The posting basics:

- Troop leaders and troop cookie managers need to explain the council expectations around social media use to parents/caregivers.
- Post that your Girl Scout troop is selling cookies. Example: “Troop 123 is selling cookies at the grocery store from 2-4 p.m.”
- Post a Digital Cookie link on your personal social media page or a small private group only with people you know in person.
- Post on your personal Instagram story with a link to your Girl Scouts DC24 site.
- Send photos to council of Girl Scouts selling at a cookie booth, if parents have given permission for use to share the photo.

For Girl Scout safety:

- Please do not post about where or when a specific girl is selling cookies. You can post troop information on your personal social media, but a post mentioning name, location, and time is not safe.
- Please do not post Digital Cookie links on public pages, including groups listed as “closed” but have members of the general public, or re-sale sites such as Craigslist, eBay, and Facebook Marketplace. This includes commenting or sharing the link on another person’s post.
- Open or large Facebook groups are not places to post a Digital Cookie link. Posting in buy/sell/trade, restaurant recommendation, or large community information pages, including posting a link on a comment of another post, is not allowed. Commenting “message me for a link” is also highly discouraged. Remember, Girl Scouts sell Girl Scout Cookies, adults don’t.

Recommended responses to inquiries about how to purchase Girl Scout Cookies:

Thank you so much for asking about Girl Scout Cookies! You can buy Girl Scout Cookies from local Girl Scouts you know from January 12 - March 31. If you don't know one, reach out to your friends and family - we bet someone knows a cookie entrepreneur.

During March: Thank you so much for asking about Girl Scout Cookies! You can find a cookie booth by visiting girlscoutsalaska.org, March 1 - 31.