

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 in the gsLearn cookie training series and on our website. Troop leaders or cookie managers need to explain the expectations around social media use to parents/caregiver. A good time to do this is during your Family Cookie Meeting.

The posting basics:

- Keep social media posts to the basics. Example: “Troop 123 is selling cookies at the grocery store from 2-4 p.m.”
- Post your Girl Scouts Digital Cookie link on your personal social media page or a small private group with only people you know in person.
- Post on your personal Instagram story with a link to your Girl Scouts Digital Cookie 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:

- Do not post about where or when a specific girl, including your own child, is selling cookies. You can post troop information on your personal social media, but a post mentioning the name of the Girl Scout and when and where she will be is not safe.
- 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 or posting “message me for a link” is also not allowed. Remember, Girl Scouts sell Girl Scout Cookies, adults don’t.

Responding to media inquires about purchasing 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 10 - March 30. 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, February 30 - March 30.