

## GIRL SCOUT COOKIE SEASON SOCIAL MEDIA GUIDELINES

We greatly appreciate your participation and the enthusiasm you bring to Girl Scouts! When your Girl Scout sells Girl Scout Cookies, she's doing more than just helping her customers stock up on delicious treats. She's a part of the largest girl-led entrepreneurial program for girls in the world! As a Girl Scout Cookie entrepreneur, she gains crucial leadership and financial skills.

With the Girl Scout Cookie Season Kickoff on Thursday, January 21, we encourage you to promote your Girl Scout's entrepreneurial skills and the newest addition to our cookie line-up, the "Toast-Yay!" cookie to your followers and generate excitement for cookie season. If your Girl Scout is of age and has social media, we encourage her to post about the Girl Scout Cookie Season to her followers too! GSEP may repost your content!

- **Girls may only advertise their individual cookie program and cookie social link on personal social media pages. Community, marketplace, business, neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigs list, yard sale type sites) are not permitted.**
- **Troops may advertise their Virtual Troop Booth links and activities on personal, business, community, or neighborhood (example NextDoor) social media sites. Sites with the direct purpose of selling items (such as marketplace, craigs list, yard sale type sites) are not permitted.**

Below, please find a few sample social media captions and imagery to provide some inspiration when promoting the 2021 Girl Scout Cookie Season on your personal social media channels. Additionally, please find a link to a Dropbox of creative assets for use to accompany these posts [here](#).

Questions? Please contact [memberservices@gsep.org](mailto:memberservices@gsep.org) with Cookie Social Media in the subject!

### Social Media Channels to Follow & Engage With



[@GirlScoutsEPenn](#)



[@GirlScoutsEPenn](#)



[@GirlScoutsEPenn](#)



[@Girl Scouts of Eastern Pennsylvania](#)

### Sample Social Media Messages

*\*\*We invite you to use the below content starting January 21st through March 14th*

#### Twitter/LinkedIn

- **Cookie Season Kickoff (January 21, 2021):**

- It's my favorite time of the year! Today marks the official start of Girl Scout Cookie Season! Message me to find out how you can help support local Girl Scouts AND order a box of the new Toast-Yay! cookie or visit: [gsep.org/cookies](https://gsep.org/cookies) #MoreThanCookies
- **Evergreen (can be used throughout the season):**
  - Have you tried the new Toast-Yay! Girl Scout cookie? To find out how you can get your hands on a box AND help @GirlScoutsEPenn continue to provide amazing learning experiences and opportunities for girls, just ask me or visit [gsep.org/cookies](https://gsep.org/cookies)! #MoreThanCookies

## Facebook

- **Cookie Season Kickoff (January 21, 2021):**
  - 📅 The 2021 Girl Scout Cookie Season starts TODAY! 📅 With each Girl Scout Cookie box purchased, you will not only help fuel the programs and experiences girls have throughout the year, but also help them/us gain crucial leadership and financial skills as they/we begin to think like entrepreneurs and take the lead, both now and in the future. Ask me to find out where you can order a box of the new Toast-Yay! cookie AND how you can help @GirlScoutsEPenn continue to provide amazing learning opportunities for girls or visit: [gsep.org/cookies](https://gsep.org/cookies) #MoreThanCookies
- **Evergreen (can be used throughout the season):**
  - #DYK the Girl Scout Cookie Program is the world's largest girl-led entrepreneurship program in the world? Through the program, girls not only discover their confidence and leadership potential but also use their/our earnings to power amazing experiences for themselves/ourselves and their/our troops, including travel, outdoor adventure, and STEM programming. Message me to learn more and to find out how you can help support the next generation of women leaders or visit: [gsep.org/cookies](https://gsep.org/cookies)! #MoreThanCookies

## Instagram

- **Cookie Season Kickoff (January 21, 2021):**
  - Attention cookie lovers! Today marks the start of Cookie Season! With each purchase, you will not only help fuel the programs and experiences girls have throughout the year, but also help them gain crucial leadership and financial skills as they begin to think like entrepreneurs and take the lead. Message me to find out where you can pick up a box of the new Toast-Yay! cookie. Learn more: [gsep.org/cookies](https://gsep.org/cookies) #MoreThanCookies
- **Evergreen (can be used throughout the season):**
  - The Girl Scout Cookie Season is not over yet! By supporting the Girl Scout Cookie Program, you help girls develop their/our confidence and gain crucial leadership and financial skills! Not to mention, you get to enjoy a box of delicious cookies 😊 Ask me to learn more or visit: [gsep.org/cookies](https://gsep.org/cookies)! #MoreThanCookies

## Social Media Best Practices

In order to maximize reach and messaging, we recommend the following posting cadence and strategy to ensure we are reaching the biggest possible audience with every post.

- **Facebook:** 3 posts per week – Facebook utilizes an algorithm that prioritizes your most recently posted content so allowing for 48-hours between posts allows it to reach the largest audience.
- **Instagram:** 1-2 posts per week – Instagram is saturated with content, so posting 1-2 pieces of content per week allows for more exposure.
- **Twitter:** 3-5 posts per week – Twitter utilizes a timeline approach to content so the most recent is shown at the top of your feed, so posting regularly and using the hashtag maximizes reach.
- **LinkedIn:** 1 post per week – LinkedIn follows a similar algorithm to Facebook with their content, so allowing additional time between posts optimizes reach and allows for greater engagement.

## DOS AND DON'TS

### DO

- Use compelling imagery
- Mix up caption length
- Keep the social in social media
- Jump in relevant conversations
- Post regularly
- Write for your audience
- Try new ideas, have fun and be selective
- Spread positivity & be respectful

### DON'T

- Post photos/video of children without permission
- Post copy with grammar/spelling mistakes
- Go hashtag crazy
- Veer off brand
- Be everywhere and post everything
- Ignore comments and messages from followers
- Share the same message repeatedly
- Engage with negative/hateful commentary