



## GIRL SCOUT COOKIE SEASON SOCIAL MEDIA TOOLKIT

---

Below, please find a few sample social media captions to provide some inspiration when promoting the 2022 Girl Scout Cookie Season on your personal and professional social media channels. These can be **customized** based on your unique voice and viewpoint. Additionally, please find a link to a Dropbox of creative assets for use to accompany these posts here:

<https://www.dropbox.com/sh/9tcg3auj3ekjx81/AABMof2I098hR8FceVaiFsx7a?dl=0>

### Social Media Channels to Follow



[@GirlScoutsEPenn](#)



[@GirlScoutsEPenn](#)



[@GirlScoutsEPenn](#)



[@Girl Scouts of Eastern Pennsylvania](#)



## Sample Social Media Messages

*\*\*We invite you to use the below content from January 20-March 13*

### Twitter

- With every cookie purchase, you're supporting Girl Scouts' ability to learn, grow, and thrive through all of life's adventures. Speaking of adventures, pick up a box of the new Adventurefuls cookies and learn more about cookie season: [gsep.org/cookies](https://gsep.org/cookies) #CookiesFromGSEP
- When you buy a box of delicious Girl Scout Cookies, you help girls discover their confidence and leadership potential while funding their programming and community projects all year long. Try the new Adventurefuls cookies today! To learn more, visit [gsep.org/cookies](https://gsep.org/cookies) #CookiesFromGSEP
- 🍪 It's Cookie time! 🍪 Find out where you can pick up a box of the new Adventurefuls cookies AND help @GirlScoutsEPenn continue to provide amazing learning experiences and opportunities for girls: [gsep.org/cookies](https://gsep.org/cookies) #CookiesFromGSEP

### Facebook/LinkedIn

- Through the Girl Scout Cookie Program, girls not only discover their confidence and leadership potential but also use their earnings to power amazing experiences for themselves and their troops. They also develop five essential life skills—goal setting, decision making, money management, people skills, and business ethics. Learn more about how you can help support the next generation of women leaders: [gsep.org/cookies](https://gsep.org/cookies) #CookiesFromGSEP
- With each Girl Scout Cookie box purchased, Girl Scouts receive the funding needed to participate in amazing experiences and life-changing opportunities year-round—from awesome trips to community projects to outdoor adventures. When you buy the delicious cookies you crave directly from a Girl Scout, you'll enjoy them more knowing you're helping her gain the business smarts and confidence to take on the world, one cookie at a time. Help Girl Scouts across Eastern Pennsylvania continue to power their own adventures: [gsep.org/cookies](https://gsep.org/cookies) #CookiesFromGSEP

### Instagram

- When you support the Girl Scout Cookie Program, you 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, both now and in the future. Help Girl Scouts across eastern Pennsylvania continue to build courage, confidence, and character. Visit the link in our bio to learn more about cookie season! #CookiesFromGSEP
- The Girl Scout Cookie Program is the largest girl-led entrepreneurship program in the world! Through the program, girls not only discover their confidence and leadership potential but also use their earnings to power amazing experiences for themselves and their troops, including travel, outdoor adventure, and STEM programming. They also develop essential life skills—goal setting, decision making, money management, people skills, and business ethics. Visit the link in



our bio to learn more about how you can help support the next generation of women leaders.  
#CookiesFromGSEP

### **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.