

We have received several questions regarding the appropriate use of Facebook and other social media platforms to sell Girl Scout Cookies. The following will help guide your troops in the use of these social media opportunities for marketing a successful cookie sale.

SMART COOKIES is the only approved online outlet for selling Girl Scout Cookies, designed to supplement and enhance the traditional Girl Scout Cookie Program. Providing customers with a link to your **SMART COOKIES** web page, ensures a safe, secure, and protected on-line environment for girls to sell cookies. Girls Should only share the link to their **SMART COOKIES** site with people they know in real life.

Safety measures to keep girls safe online.

1. Gils should never post their last names, addresses, phone numbers or email addresses.
2. Girls may only post about their participation in the Cookie program on social media sites that allow them to restrict access to friends and family and not social media sites open to anyone.
3. Girls should only share their **SMART COOKIES** links to people they know in real life or post onto closed groups. Remember, the girls will need to deliver to people.

Marketing Cookie Sales vs Selling Cookies

Facebook, social media, IM'ing (instant messaging) PMing (private messaging) DMing (direct messaging) are everyday occurrences with girls today. When used correctly – as a marketing message in conjunction with SMART COOKIES, social media sites like Facebook, Instagram and Twitter are a great way to reach more friends and family. Girls SMART COOKIES links should only be shared via these platforms from their families closed group of followers.

There is a difference between marketing your sale of Girl Scout Cookies and selling Girl Scout Cookies-on-line. Marketing your cookie sale is an acceptable and useful tool, providing customers with an announcement that cookies are available. Selling requires private information to be exchanged over websites and is prohibited, except for SMART COOKIES. The difference is how and what information is shared and exchanged, Here are some examples:

Selling (Approved)	Marketing (Approved)
It's Girl Scout Cookie Time! My daughter is participating in the Girl Scout Cookie Program during her first year as a Daisy. Please visit her SMART COOKIES website to support her today!	Troop 12345 is having a booth sale today at Walmart from 10 am – 2 pm. Stop by and see us! The girls are selling cookies to fund their end of year trip to Yosemite.
Hi, I am Michele, its Girl Scout Cookie Time, Help me reach my goal. Please click my link below	Girl Scouts are out and about in XYZ, click on the cookie locator to find a booth near you. Or Click on our Troop link to support our troop.

Unacceptable places to post: Craigslist, Facebook Live, eBay, Amazon an any other community or public facing site that requires you to provide personal information and/or a financial payment type.

Acceptable: All social media platforms from the family's private pages. Also, those community groups like "Moms of..." or Next Door that are closed groups, which you need to apply to and be approved are acceptable. However, girls can still only advertise they are part of the program and ask for support, not ask for sales directly.