

# GIRL SCOUTS

## MEDIA SALES GUIDELINES

Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts *should always be led by a girl while also being supervised by her parents or guardians.*
- Girls engaging in online sales and marketing must review and apply the **Digital Marketing Tips for Cookie Entrepreneurs and Their Families.**
- Girls, volunteers and parents must review and adhere to the **Girl Scout Internet Safety Pledge**, the **Digital Cookie Pledge**, the **Supplemental Safety Tips for Online Marketing**, and Girl Scouts' **Safety Activity Checkpoints** for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap etc.).
- Be aware post on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should consider truncating or removing their last name when using social media sites to protect their identity.

## Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

- Must adhere to all terms and conditions on Digital Cookie and Smart Cookie platforms.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
  - Parents, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news media opportunities tied to girls online marketing and sales efforts.
- **When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®,**
- Review and apply the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).
- Continue to adhere to the [Girl Scout Internet Safety Pledge](#) and [Digital Cookie Pledge](#).
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on your council's website.
- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms.
- Always use your Girl Scout online sales link for customer orders.
- Parents /guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- In person delivery cookie orders coming in from the troop link must be approved and deliveries coordinated by the troop leader/adult. As a reminder, girls should never deliver cookies alone and parent/guardians should approve all girl deliveries.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never deliver online cookie orders to the home of people you do not know.
- Only share booth locations online that are supervised by an adult and take place in a safe public space.
- All girls in engaging in digital marketing and sales activity beyond friends and family must review and apply the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).