Online Product Sale Marketing Guidelines

Girl Scouts may use the internet to share their fall product or cookie program links, stories and learnings with the following guidelines:

- The Girl Scout Product Programs are to be led by Girl Scouts; online marketing and sales efforts should always be led by a Girl Scout while also being supervised by her parents or caregivers.
- Girl Scouts, volunteers and parents/caregivers should review and adhere to the following:

Internet Safety Pledge

Digital Cookie Pledge

Safety Activity Checkpoints

Computer & Internet Use

Cookie and Product Sales

- Social media ads should not be purchased or donated to promote sales links.
- Girls should never post their last names, addresses, phone numbers or email addresses.
- Girls may only post about their participation in the Digital Cookie program on social media sites that allow them to restrict access to friends and family (e.g. Facebook), and not to social media sites open to anyone (e.g. Facebook on Community or Group pages, Craigslist, E-Bay, Marketplace, Yard Sale sites).
- When using sites such as Facebook, Instagram or TikTok, be sure any posts are set to private groups, not public where they can be shared with others they do not know.



GSUSA and/or Kentucky's Wilderness Road Council reserves the right to remove or disable a Digital Cookie 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 GSKWRC in advance of any news media opportunities tied to girls' online marketing and sales efforts

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HOW TO REPORT A COOKIE SALE BOOTH or SOCIAL MEDIA PROBLEM

If you see a booth which is NOT following Girl Scout procedures or you see behavior that is unsafe, you can report this to the council through the following link. Do not use social media to post concerns. Submissions will be monitored daily & the council or a SU Cookie Manager will follow up and act as necessary. This link should also be used to report issues with posts on social media that do not follow the GSUSA Guidelines.