girl scouts of eastern south carolina

Girl Scout Product Program Online Marketing Guidelines

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

Girl Scouts, volunteers, and parents/caregivers:

- Girl Scouts engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girl Scouts, volunteers, and parents/caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should remove their last name when using social media sites to protect their identity.
- All terms and conditions on Digital Cookie must be adhered to. These can be found on GirlScouts.org or in the Volunteer Terms and Parent/Guardian Terms.
- GSUSA and GSESC reserve 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 GSESC and GSUSA in advance on any national news media opportunities tied to girls' online marketing and sales efforts.
- GSESC may impose additional rules on the use of social media for members within its jurisdiction.

Important reminder: The Girl Scout Cookie Program is a program 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.

Sale links should never be Posted to:

✘ eBay
✘ Facebook Marketplace
✘ Facebook groups or pages that are for selling only (ex: Happyville Buy, Sell, Trade)
✘ Any other online resale sites
✓ Girl Scouts may share in social media groups and pages outside of their service unit. However, all groups and pages must be within our council, Girl Scouts of Eastern South Carolina.

Watch the dollar sign: Facebook posts that use a dollar sign ($) may automatically move the post to Facebook Marketplace. To prevent this, the posting party must disable the automated function.

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Viral Marketing

GSUSA and GSESC will monitor sites that have high visibility and/or high sales volume, intervening only if there are legitimate safety concerns, fulfillment risks, compliance issues, or if the Digital Cookie Terms and Conditions are otherwise broken. Councils should be prepared to support families in navigating increased attention while remaining grounded in established policies.

When a Girl Scout's story gains significant positive attention online, it can also create an opportunity to spotlight the broader impact of the Girl Scout Cookie Program. Councils may choose to share stories that highlight:

These stories help raise awareness of the skills girls develop through participation in the program. Any council communications should remain focused on the Girl Scout experience and learning outcomes. Review the media section of this guide for additional best practices.

While families may engage with local or national media, they are expected to collaborate with the council and/or GSUSA to ensure messaging is appropriate, accurate, and aligned with Girl Scouts' values and risk management standards.

Private Benefit Reminder: All Girl Scouts, whether participating in a troop or independently, remain subject to private benefit guidance. Cookie program proceeds are intended to support the Girl Scout Leadership Experience through **group experiences**, not to disproportionately benefit an individual girl or family. To help mitigate risk when a troop earns proceeds significantly exceeding anticipated program needs, councils may wish to utilize a trust or designated fund structure. This approach can help ensure funds are stewarded responsibly for future Girl Scout programming while reducing private benefit and compliance risk for the troop.