

Girl Scout Cookies & Facebook

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

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

The Digital Cookie Safety Pledge signed by Girl Scouts, guardians, and volunteers, outlines the following three criteria for selling cookies on line. These measures are designed to keep girls safe.

1. Girls should never post their last names, addresses, phone numbers or email addresses.
2. 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. Craigslist or e-Bay, Front Porch, Auction sites, on-line Yard Sales and Garage Sale sites).
3. Girls will only share the link to their Digital Cookie site with people they know in real life.

Marketing Cookie Sales vs. Selling Cookies

Facebook, social media, IM'ing (*instant messages*) and PMing (*private messages*) are everyday occurrences with girls today. When used correctly – as a marketing message in conjunction with Digital Cookie, social media sites like Facebook and YouTube are a great way to reach more friends and family.

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, with the exception of Digital Cookie. 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 selling Girl Scout Cookies during her first year as a Daisy. Please visit her Digital Cookie website to order cookies today! DigitalCookie.girlscouts.org/scout/susie12345	Troop 1234 is having a booth sale today at Walmart from 10am-2pm. Stop by and see us! The girls are selling cookies to fund their end of the year trip to the Museum of Science!