



2024

# Social Media Toolkit



# 2024 COOKIE PROGRAM SOCIAL MEDIA TOOLKIT

Welcome to the 2024 Girl Scout Cookie Program! Join us for another season of confidence and skill-building as we carry on the tradition of Girl Scouts selling cookies, from our gluten-free Toffee Tastic—to the classics.

This Cookie Social Media Toolkit gives girls tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

Explore the toolkit and click the graphics throughout to download the imagery to share on your social media pages. Get ready to have a ton of fun promoting Girl Scout Cookies this season!



## FEBRUARY

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
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## MARCH

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## SHARING COOKIES ON SOCIAL CALENDAR

[Announce Upcoming 2024 Girl Scout Cookie Program](#) | February 1 – February 11, 2024

[2024 Girl Scout Cookie Program](#) | February 12 – March 25, 2024

[National Girl Scout Cookie Weekend](#) | February 16 – February 18, 2024

[2024 Girl Scout Cookie Program Ends](#) | March 25, 2024

# GIRL SCOUT TAKEOVER: SOCIAL MEDIA STYLE

Social media is a great way to promote your cookie business! We've included graphics so everyone can share their cookie experience while highlighting the program on their social pages.

Share and pair your graphics with the sample messaging and best practice tips provided to generate engagement. Spark anticipation with graphics, letting people know it's almost cookie time—then keep the cookie momentum going until the last day of the program! Top off cookie season by thanking everyone for their support and celebrating a job well done!

## Share your cookie excitement with us on social! Tag us in your cookie posts @gsDakotaHorizons

### SAY IT WITH #HASHTAGS

A hashtag is a popular symbol used in social media to make it easier for users to find posts focused on a common topic. Users create hashtags by placing the hash sign (#) in front of a word or unspaced phrase. Use hashtags on Facebook, Twitter, and Instagram to reach a larger audience.

#### FACEBOOK:



Facebook is a popular space to share engaging graphics with catchy messaging. On Facebook, limit your use of hashtags to two or less in a post—too many hashtags make posts difficult for users to find when searching for keywords. Include a hashtag with a word or phrase that is important to your message: It's time to stock your cabinets with #GirlScoutCookies!

#### X (FORMERLY TWITTER):



Twitter is a fun space to share short messages in a fast-paced environment. You are able to share a message containing 140 characters along with an image. Use a hashtag on words that are most relevant to your message. Including a hashtag on words like #Cookies or phrases like #CookieTime will make your post more searchable.

#### INSTAGRAM:



Instagram is a great space to share eye-catching images with followers in a creative and colorful way. Fill your post with 7-10 relevant hashtags. During cookie season, think about using words and phrases that help tell your story. For example, you might create a post that says, "#ThinkOutsideTheBox Visit our #girlscoutcookiebooth to get a package."

**TIP:** Create a special troop hashtag to use in your posts. To make a troop hashtag, use #GSDH followed by your troop number: #GSDH12345. You can also incorporate hashtags shared by GSDH: #MoreThanCookies #ThinkOutsideTheBox #GoalGetter

 [facebook.com/gsDakotaHorizons](https://facebook.com/gsDakotaHorizons)  
 [instagram.com/DakotaHorizons](https://instagram.com/DakotaHorizons)

# INTERNET SAFETY & GUIDANCE

## ONLINE MARKETING GUIDELINES

Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.

Follow these guidelines as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie website and social media platforms:

- Girls are only to use the internet to market to friends and family; people that the girl or family personally know.
- Girls should never share their last names, addresses or any contact information when marketing their products.
- Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites or with any news outlets.
- For safety, online marketing activities should always be done through accounts set to "private."
- Storefronts or websites like Craig's List, eBay, or open pages on Facebook or sale groups where the Girl Scout does not know all the members are forbidden.
- Digital Cookie storefronts will be deactivated if we find that girls are selling cookies in ways that are unsafe; girl safety is our number one priority.
- Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.

Review [Girl Scouts' Safety Activity Checkpoints](#) for Computer and Internet Use and Product Program on our website.

**TIP:** Have girls watch this [safety video](#) to learn the do's and don'ts of selling Girl Scout Cookies safely.



Feb. 1  
through  
Feb. 11

# GET THE COOKIE PARTY STARTED ON SOCIAL MEDIA

Cookie season is right around the corner! Start sharing cookie buzz on your social media pages.

Sample Messaging:

- Get ready to get your #GirlScoutCookie on—cookie season almost is upon us!
- Which flavor are you most looking forward to sampling? Comment below!



Social post or profile picture



Cover photo



Social post or profile picture



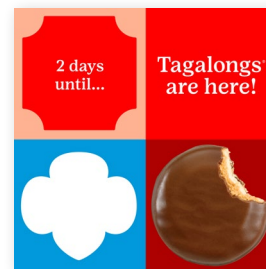
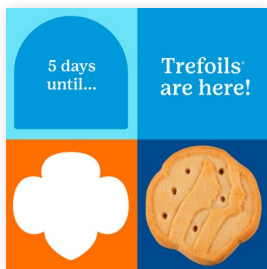
Social post or profile picture



Social post or profile picture



Social post or profile picture



Cookie Countdown social posts

Feb. 12  
through  
Mar. 25

# COOKIE SEASON IS HERE

It's Girl Scout Cookie time! Start sharing your cookie content on the first day of the Cookie Program. Reminder, sales begin on February 12.

Sample Messaging:

- The day has finally come! Our favorite season is here. No, we don't mean winter, summer, or fall. It's #CookieSeason!"



TIP: Include a link so they can buy cookies right away.



Social post or profile picture



Cover photo



Social post or profile picture



Cover photo



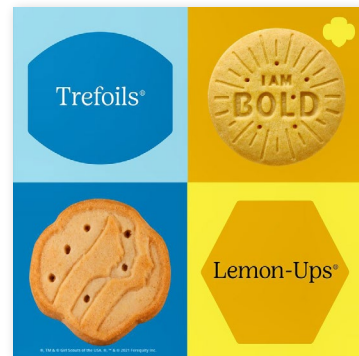
Social post or profile picture



Social post or profile picture



Social post or profile picture



Animated Social Post



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



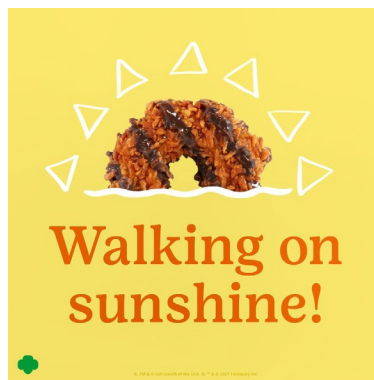
Social post or profile picture



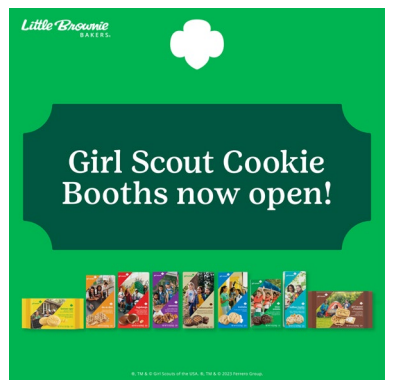
Social post or profile picture



Social post or profile picture



Animated Social Post



Social post or profile picture

Feb. 12  
through  
Mar. 25

# I'M A GIRL SCOUT SELLING COOKIES



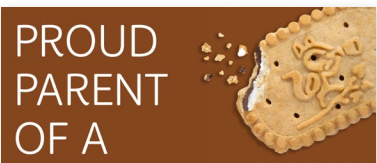
*Social post or profile picture*

*Cover photo*

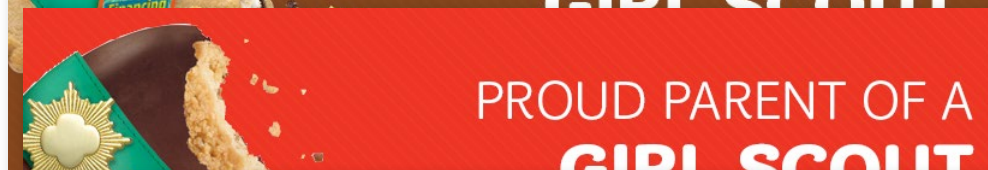
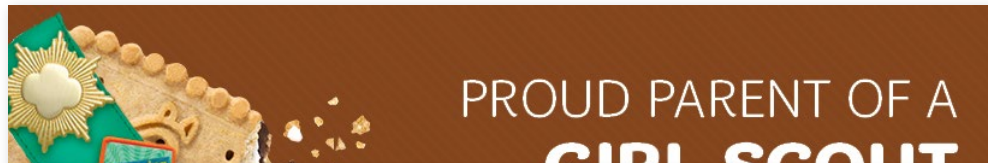


Feb. 12  
through  
Mar. 25

# PROUD PARENT OF A GIRL SCOUT SELLING COOKIES



Social post or profile picture



Cover photo

Feb. 12  
through  
Mar. 25

# I KNOW A GIRL SCOUT SELLING COOKIES



*Social post or profile picture*

*Cover photo*

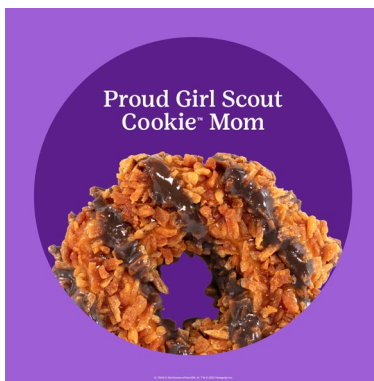
Feb. 12  
through  
Mar. 25

# SHOW YOUR COOKIE PRIDE

The best thing about a Girl Scout Cookie? It powers the exciting experiences and opportunities you have in Girl Scouts! From changing your community, to enjoying the outdoors, Girl Scout Cookie Program proceeds help make it all possible. Share how your Girl Scout adventures are #poweredbytheGS Cookie Program



*Being a Girl Scout Cookie volunteer is the sweetest reward!*



*Proud cookie mom right here!*



*You best bet I'm  
#ManEnoughToBeAGirlScout*



*When Girl Scouts speak, the world listens!*

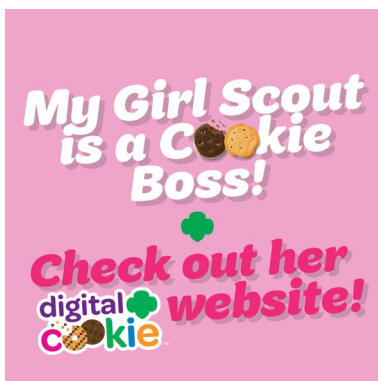


*Friendly reminder: No matter how young, your voice matters!*

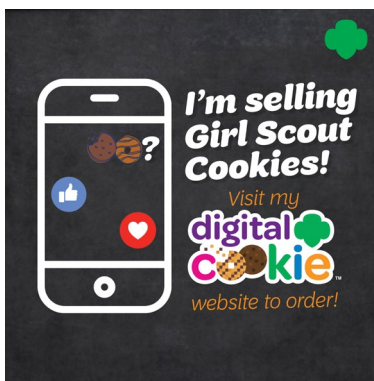
Feb. 12  
through  
Mar. 25

# DIGITAL COOKIE

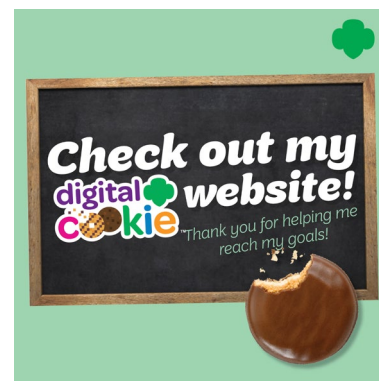
The Girl Scout Cookie Program is now more accessible than ever! If you're participating in Digital Cookie, spread the news that you're selling cookies online!



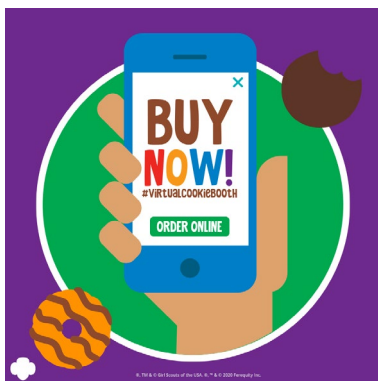
Girl Scouts aren't letting anything stand in the way of reaching their goals – or getting you Girl Scout Cookies! Help them reach their goals by ordering here: [INSERT LINK].



I'm almost to my goal, and need your help! Get your favorite Girl Scout Cookies without leaving your home! Order here: [INSERT LINK].



Our online store is open for business! Stock up on your Samoas®, Thin Mints® and more! Order a package or two today! Order here: [INSERT LINK].



Did you know you can shop Girl Scout Cookies online? We even offer contactless delivery! Help my Girl Scout reach her cookie goals from the comfort of your home. [INSERT LINK]



You've read correctly! The Girl Scout Cookies you love can be purchased from the comfort of your home. [INSERT LINK]



Do a happy dance, Girl Scout Cookie fans!! It's officially cookie time! [INSERT LINK]



Order Girl Scout Cookies® online and get them delivered to your doorstep! Order here: [INSERT LINK].



This Girl Scout Cookie Season, stockpile on your favorite Girl Scout Cookies without leaving the safety of your home. Order online and we'll deliver straight to your door! [INSERT LINK]



Order online to get Girl Scout Cookies delivered to your door! [INSERT LINK]

# NATIONAL GIRL SCOUT COOKIE WEEKEND

National Girl Scout Cookie Weekend honors the achievements of young entrepreneurs across the United States—Girl Scouts who run successful cookie booth and door-to-door cookie sales as well as market their businesses online using the Digital Cookie platform.

Sample Messaging:

- Share a story of how you've used cookie proceeds to give back to the community.
- Share what your troop plans are for this year's cookie proceeds.
- National Girl Scout Cookie Weekend is upon us! When you pick up your favorite treat you help support the female leaders of tomorrow!



*Social Post or profile picture*



*Social Post or profile picture*

Feb. 12  
through  
Mar. 25

# COOKIE BOOTHS

Highlight your booth locations and share all the booth opportunities. Whether you are doing a council booth, pop-up, drive-thru or virtual booth, be sure to include the booth location, date/time and how customers can order.



Visit Troop XXXXX at our Cookie Booth to stock up on your favorites before there gone!



Surprise! Girl Scouts are popping up at a location close to you! Stop by our Pop-Up booth to grab a box (or two) of your favorites.



Pop up at our Pop-Up booth! As a sweet reminder, please maintain 6-foot distancing and wear your mask. Thank you.



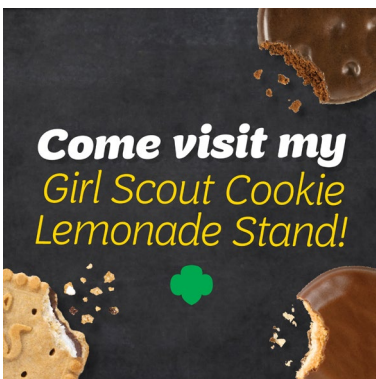
Get Girl Scout Cookies without leaving your vehicle! Drive up to place your order and we'll place in your vehicle for a contactless purchase.



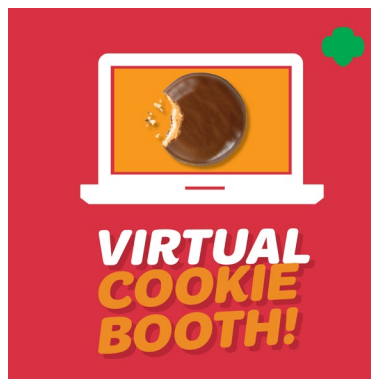
Get delicious Girl Scout Cookies curbside delivered! As a sweet reminder, please wear your mask and practice social distancing by maintain 6-foot distancing if you are not in a car. Thank you.



Beep beep! Yummy Girl Scout Cookies® are outside waiting for you to pick them up at our Drive-Thru booth! Get a box — or a trunkful — of your faves today!



Visit my Girl Scout Cookie Lemonade Stand to stock up on your favorites and learn about my adventures in Girl Scouts!



Can't find Girl Scout Cookies® near you? Order from a #VirtualCookieBooth!



Find booths and dates with Girl Scouts Cookie Finder: [girlscoutcookies.com](https://girlscoutcookies.com)

# COOKIE DONATIONS

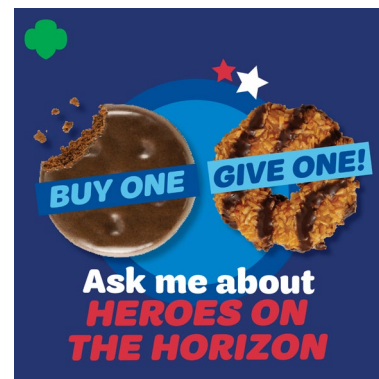
Heroes on the Horizon, Dakota Horizons' donation program, encourages girls to ask customers/businesses to donate as little as \$5 so cookies can find their way to military organizations, first responders and other local heroes throughout Girl Scouts Dakota Horizons.



Did you know you can donate delicious Girl Scout Cookies to frontline medical workers, teachers or military troops overseas? \$20 can give 4 boxes! Donate here: [\[INSERT LINK\]](#).



Who do you consider a local hero? Buy a box for yourself and give one back to a local hero in our community. Order here: [\[INSERT LINK\]](#).



Buy one for yourself and give one to a local hero through our Heroes on the Horizon donation program. Order here: [\[INSERT LINK\]](#).



Help us support the dedicated healthcare workers who are doing vital work in our community. [\[INSERT LINK\]](#)



Support our troops! Tell them THANK YOU for all they do by sending them some Girl Scout Cookie love. [\[INSERT LINK\]](#)



Cookie entrepreneurs are giving back! Order a package of Girl Scout Cookies to be donated to a good cause. Order here: [\[INSERT LINK\]](#).

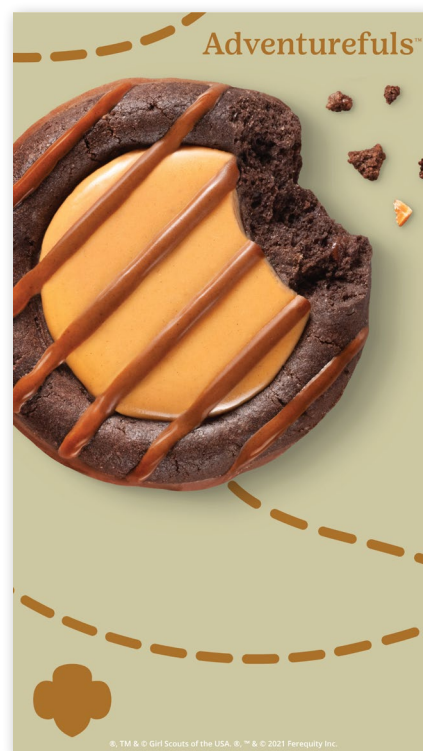
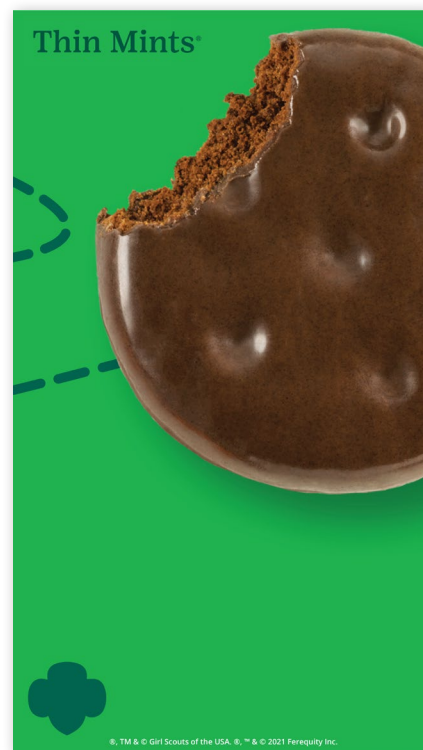


Share the joy! Donate a delicious box of Girl Scout Cookies to a teacher. Order here: [\[INSERT LINK\]](#).

Feb. 12  
through  
Mar. 25

# SOCIAL MEDIA STORIES

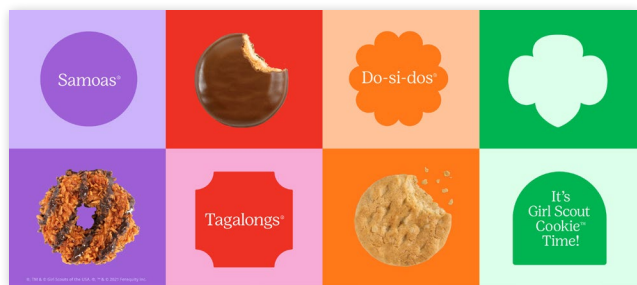
Use Social Stories for increased visibility for your Cookie Business. These images will appear outside of your regular feed and last for 24 hours before they disappear.





# COVER PHOTOS

Your cover image can leave a lasting impact on your followers. Take advantage of these options to let them know cookies are available.



# THANK YOU

You've done it! Congratulations on a successful cookie season. Share a special thank you with your customers by posting on their Facebook wall or tagging them in your own posts.

Sample Messaging:

- Thank you for supporting my cookie business! You helped me reach my goal of \_\_\_\_\_ and you got a delicious package of cookies, all while helping me raise funds for my next Girl Scout adventure.

**TIP:** Share what you plan to do with the funds earned!

