



2026

Social Media Toolkit



2026 COOKIE PROGRAM SOCIAL MEDIA TOOLKIT

Welcome to the 2026 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 brand new Exploremores—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!



**BRAVE.
FIERCE.
FUN!**

FEBRUARY

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MARCH

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SHARING COOKIES ON SOCIAL CALENDAR

[Announce Upcoming 2026 Girl Scout Cookie Program](#) | February 1 – February 8, 2026

[2026 Girl Scout Cookie Program](#) | February 9 – March 23, 2026

[National Girl Scout Cookie Weekend](#) | February 20 – February 22, 2026

[2026 Girl Scout Cookie Program Ends](#) | March 23, 2026

GIRL SCOUT TAKEOVER: SOCIAL MEDIA STYLE

Social media is a fun and powerful way to promote your cookie business! Inside this toolkit, you'll find ready-to-share graphics, helpful tips, and sample messages designed to spark excitement throughout cookie season. Use these tools to spread the word, highlight your goals, and let your personality shine on your social pages.

Start the season by building anticipation with “coming soon” graphics. Keep the momentum going by sharing your cookie adventures, booth updates, and progress toward your goals. When the program wraps up, celebrate your achievements and thank your supporters for cheering you on.

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

SAY IT WITH #HASHTAGS

Hashtags help people discover posts related to a specific topic. Create one by placing the hash symbol (#) in front of a word or phrase with no spaces. Using hashtags on Facebook and Instagram can help your cookie content reach more people.

FACEBOOK:



Facebook is a great place to share engaging graphics with simple, catchy messages. Be sure to include the link to your online cookie storefront so friends and family can order right away. Try to use no more than two hashtags so your post stays easy to find. Choose words or phrases that support your message, like:
It's time to stock your cabinets with #GirlScoutCookies!

INSTAGRAM:



Instagram is perfect for bright, eye-catching images. Fill your caption with 7–10 relevant hashtags to help your post reach a broader audience. Choose hashtags that tell your story and capture the excitement of cookie season. For example:
#ThinkOutsideTheBox Visit our #GirlScoutCookieBooth to get a package.

**Make sure to follow us on Facebook
and Instagram!**

 facebook.com/gsDakotaHorizons

 instagram.com/DakotaHorizons

TIP: DON'T FORGET YOUR LINK. MAKE IT EASY FOR FRIENDS AND FAMILY TO ORDER BY INCLUDING YOUR ONLINE SHOP LINK IN FACEBOOK POSTS.

INTERNET SAFETY & GUIDANCE

ONLINE MARKETING GUIDELINES

Girls of all ages should work with a parent or guardian to create a safe plan for marketing their cookie business online. If you are under age 13, your parent or guardian should do the posting for you. All girls are encouraged to take an active role in planning and creating their cookie marketing.

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.

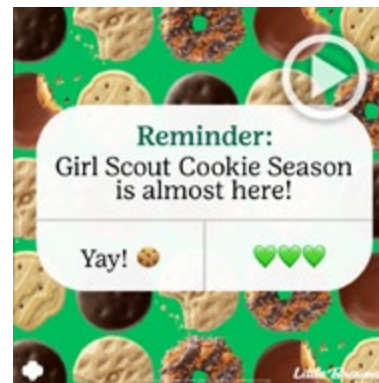
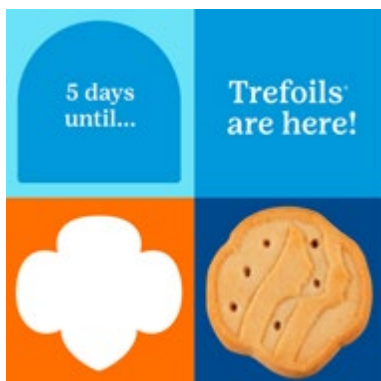
TIP: Have girls watch this [safety video](#) to learn the do's and don'ts of selling Girl Scout Cookies safely.



Feb. 1
through
Feb. 8

GET THE COOKIE PARTY STARTED ON SOCIAL MEDIA

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



Feb. 9
through
Mar. 23

COOKIE SEASON IS HERE

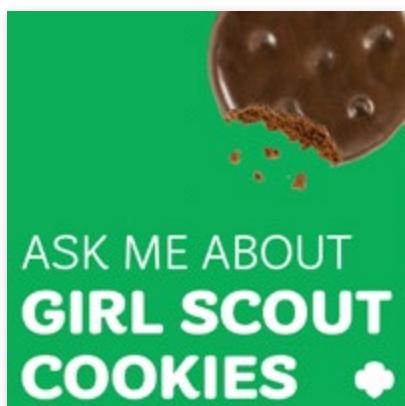
It's Girl Scout Cookie time! Start sharing your cookie content on the first day of the Cookie Program. Reminder, sales begin on February 10.

Sample Messaging:

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



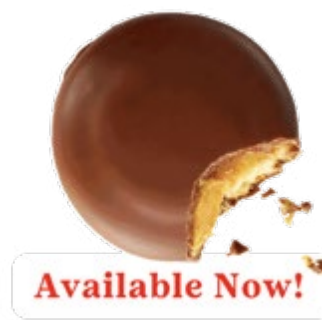
TIP: Include a link so they can buy cookies right away.



GIF

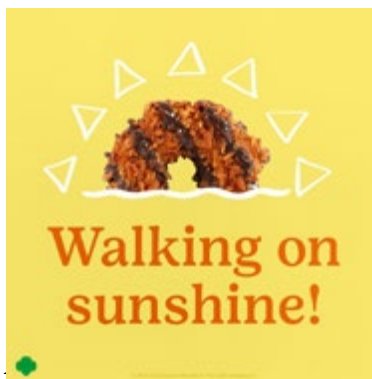
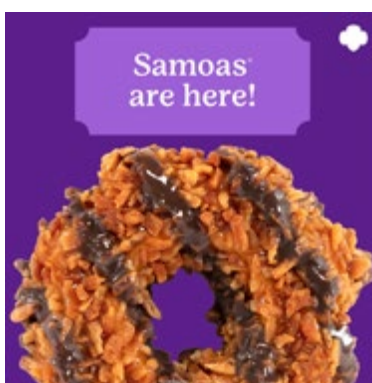


GIF



GIF

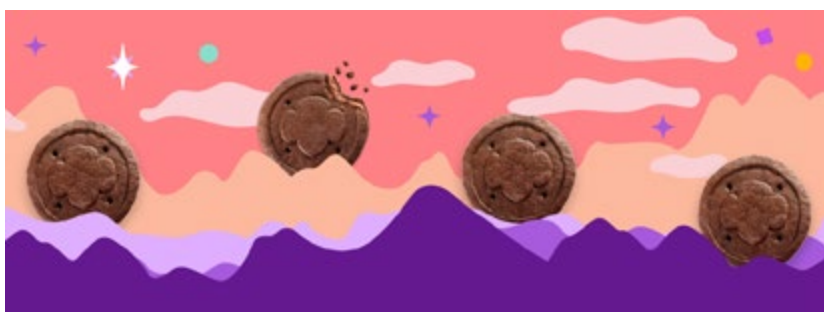
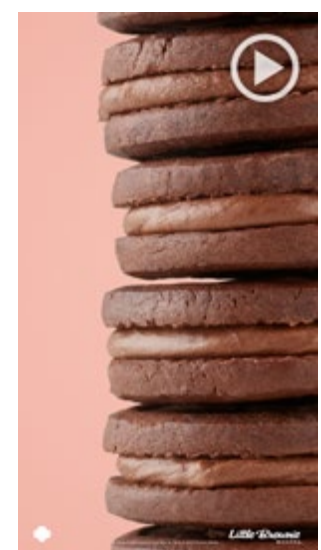
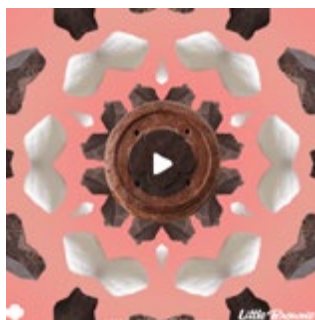
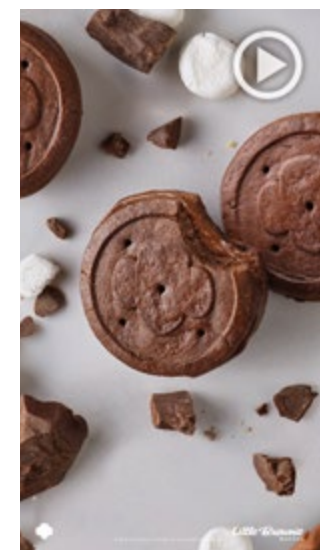
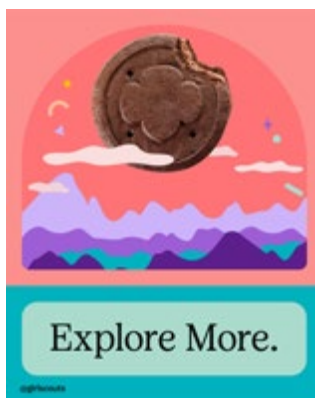
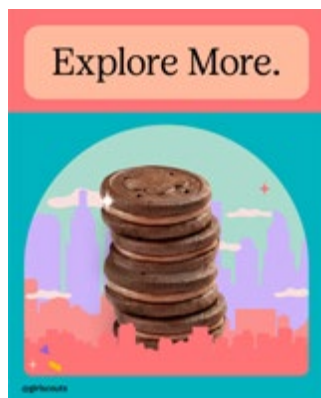
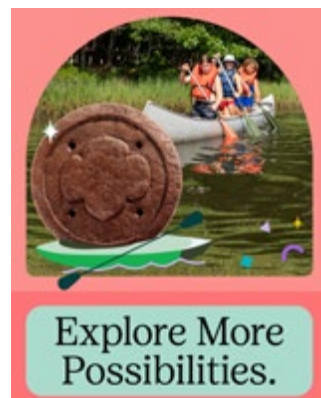
Feb. 9
through
Mar. 23



Feb. 9
through
Mar. 23

INTRODUCING EXPLOREMORES!

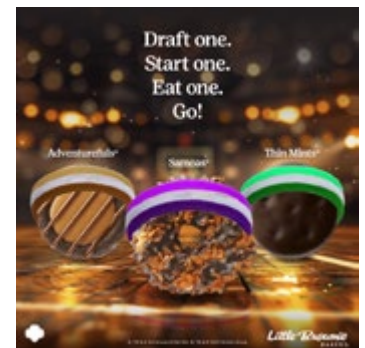
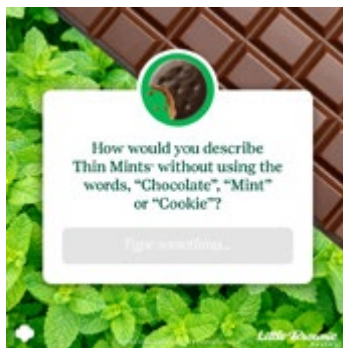
Meet Exploremores™—a delicious new addition to the Girl Scout Cookie lineup! These rocky road ice cream inspired sandwich cookies celebrate the spirit of exploration while supporting Girl Scouts' journeys in STEM, entrepreneurship, and leadership.



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EVERGREEN IMAGES

Use these images throughout the Cookie Program to promote your cookie business and share updates with customers. Eye-catching visuals help grab attention, highlight your cookies, and make your posts more engaging and memorable.



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I KNOW A GIRL SCOUT SELLING COOKIES

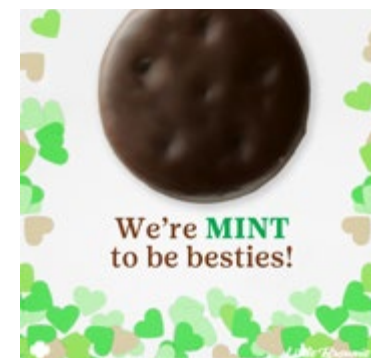
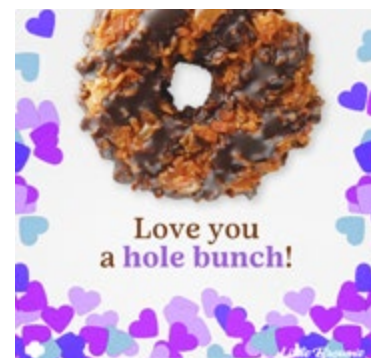
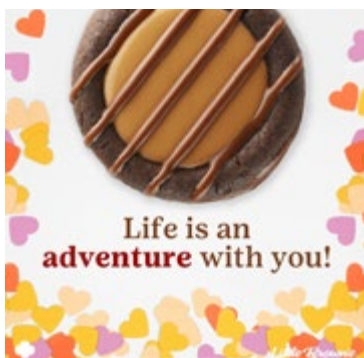
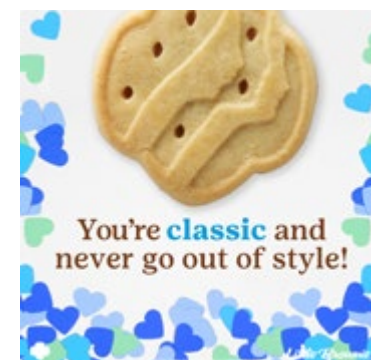
Use these images to spark curiosity and start conversations around your Girl Scout's cookie business. Sharing an "I know a Girl Scout selling cookies" graphic is a simple way to spread the word, reach new customers, and encourage family and friends to find out how they can place an order.



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VALENTINES DAY ACTIVITY BASED ON YOUR FAVORITE COOKIE

What's better than receiving a Valentine? A Valentine with Girl Scout Cookies and activities tailored to you, of course! Share what activities you are going to take part in from your favorite Girl Scout Cookie.



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through
Mar. 24

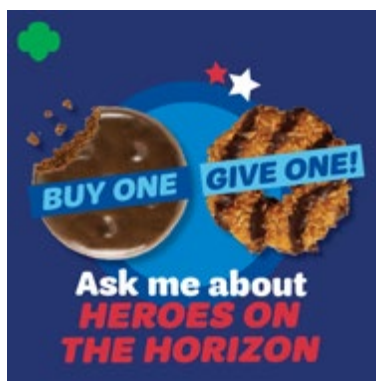
DIGITAL COOKIE

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!



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.



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!



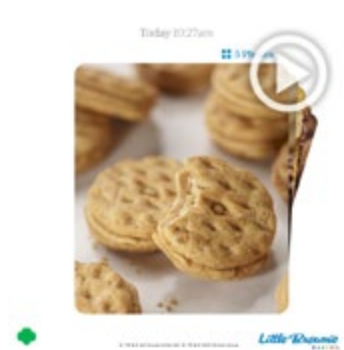
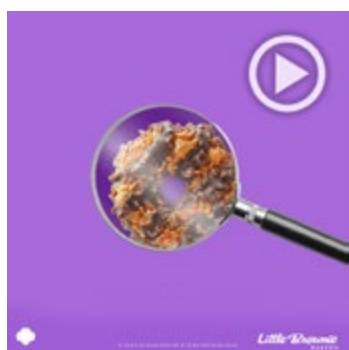
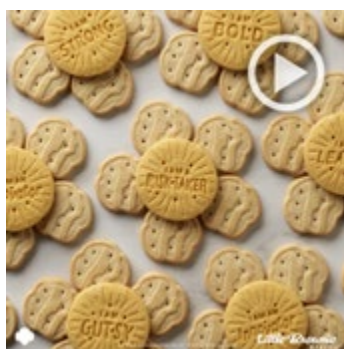
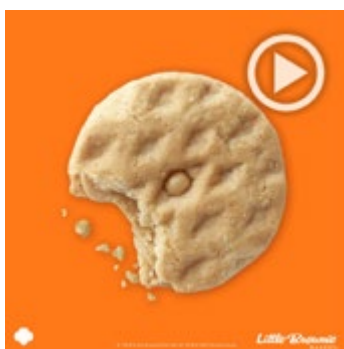
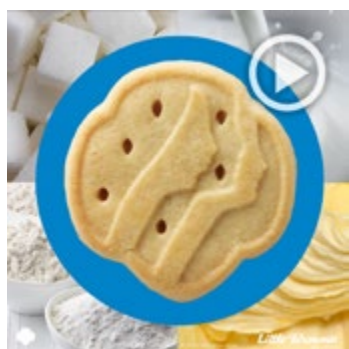
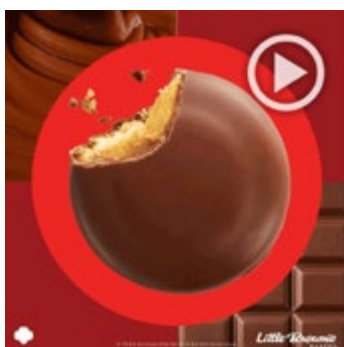
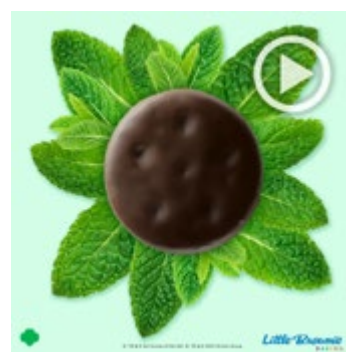
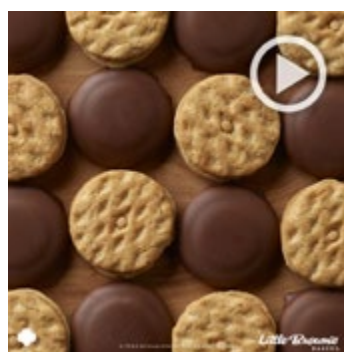
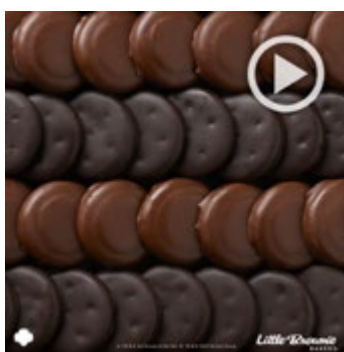
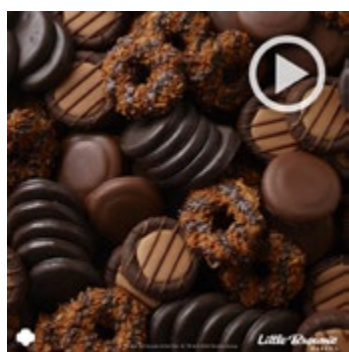
GIFS

GIFs are short, looping animated images that help girls share emotions, reactions, and fun moments in a quick, eye-catching way. Using Girl Scout Cookie-themed GIFs can make posts more engaging and memorable, helping her stand out, connect with customers, and promote her cookie business with extra creativity and personality.



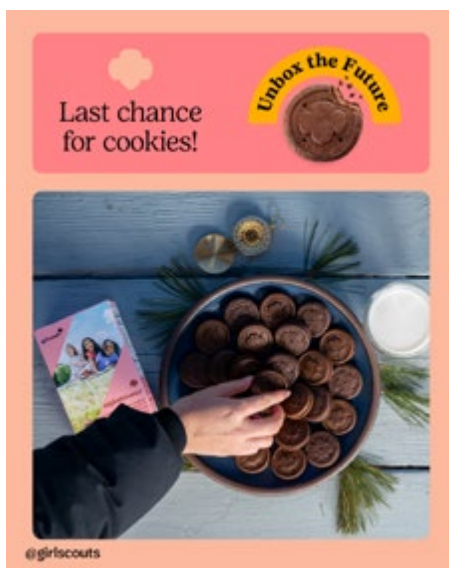
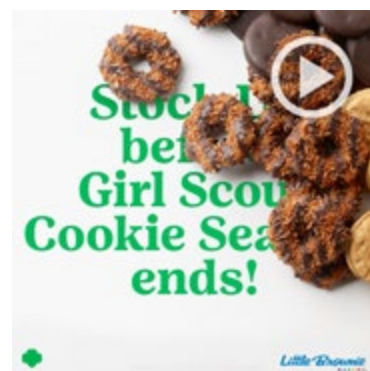
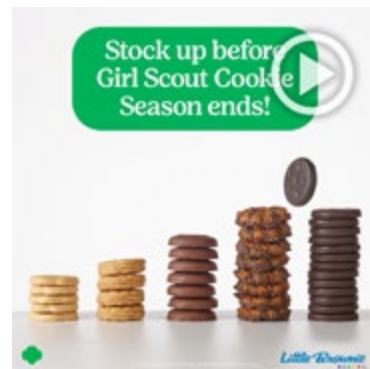
REELS

Reels are short, vertical videos that let girls share fun, creative moments in a fast and engaging format. Using Girl Scout Cookie-themed reels can help her showcase her personality, highlight her cookie business, and connect with customers in a lively, memorable way.



LAST CHANCE!

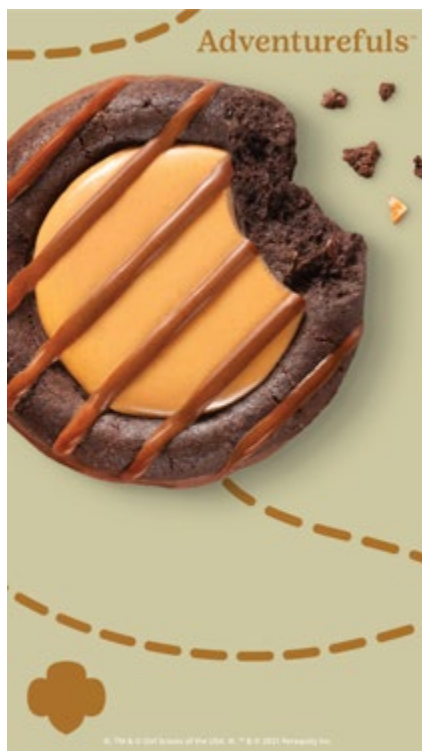
Use these “last chance” graphics toward the end of the Cookie Program to remind customers time is running out to stock up on their favorite cookies. These bold, eye-catching visuals help create urgency, spark interest, and encourage customers to place their final orders before the season wraps up.



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SOCIAL MEDIA STORIES

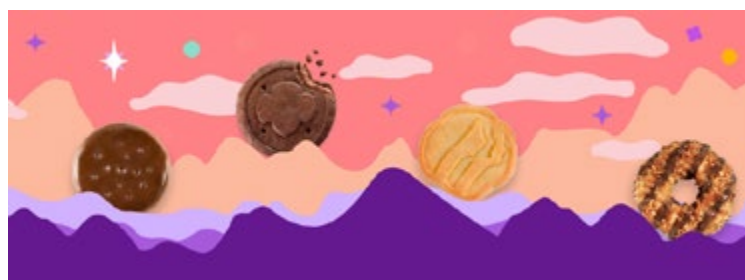
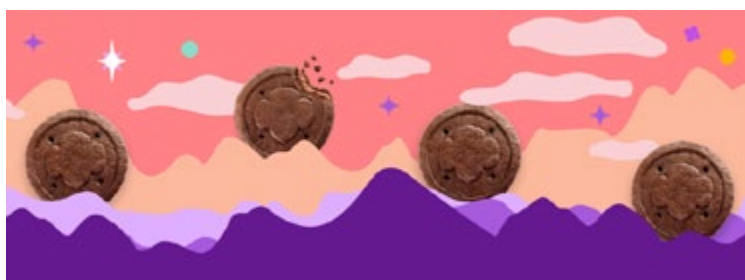
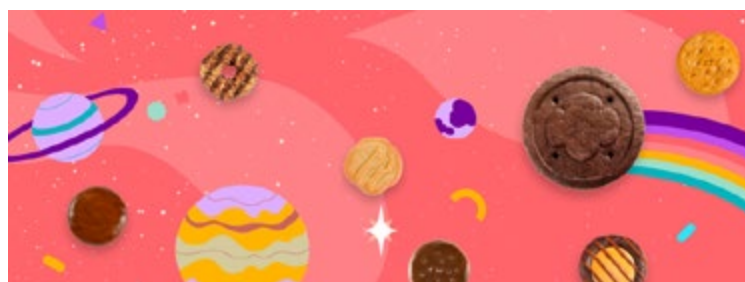
Use Social Stories for increased visibility for your Cookie Business. These images will appear outside of your regular feed and last for 24 hours before they disappear.



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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!

