

Girl Scout Cookie Program Social Media Guidelines

By participating in the Girl Scout Cookie Program, girls develop [five key skills](#) including business ethics. As ethical business owners, girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field. Families and troop leaders model responsible business practices for Girl Scouts by adhering to the following guidelines when helping Girl Scouts market their products online:

1. An individual Girl Scout's Digital Cookie link may be shared with family and friends via personal social media pages, email, and text, but never on community social media pages or resale sites.
2. Troop leaders and families may share a troop's Digital Cookie link on community social media pages. When sharing a troop's Digital Cookie link on community social media pages, be mindful of the following:
 - Troop Digital Cookie sites act like virtual booth sales; therefore, Troop Digital Cookie links may not be shared prior to the start of booth sales.
 - Troop Digital Cookie sites should only be shared on community social media pages within the troop's Service Unit area.
 - If any pictures of girls are included in social media posts, all families must have given prior permission using [this release form](#). The faces of any girls whose families opt-out must be obscured.
3. No one may sell Girl Scout Cookies on a resale site including, but not limited to Craigslist, eBay, or Facebook Marketplace. This includes posting individual or troop Digital Cookie links.

Resources:

[Girl Scout Internet Safety Pledge*](#)

*Read the full document here: [Digital Cookie®—Girl Scout Digital Cookie Pledge](#)

[Cookie Resources for Girl Scouts and Cookie Volunteers](#)