



Online Marketing Guidelines for Cookie Sales

Participation in online marketing is a great opportunity for Girl Scouts to share their cookie program links, stories, and skills learned on social media! Girl Scouts will learn and practice the five business skills (goal setting, money management, people skills, decision making, and business ethics) in a modern digital setting. The following guidelines have been created to allow girls to safely participate in online marketing while following to the Girl Scout Law as well as [Safety Activity Checkpoints](#). Failure to follow these guidelines can result in termination of online sales participation.

- 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.
- Girl Scouts engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Craigslist etc.) Be aware posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, the posting party must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girl should remove their last name when using social media sites to protect their identity.
- Girls and families should always put a girl's safety first when sharing their online sales site. Girl Delivery Orders via the social media link need to be approved by the parent/caregiver and the parent/caregiver must ensure a safe delivery of the orders.