

GIRL SCOUT COOKIE PROGRAM

Social Media Marketing Tipsheet

HOW TO PROMOTE YOUR COOKIE BUSINESS ONLINE LIKE A PRO!

START WITH SAFETY

- Always get a parent or caregiver's approval before posting or sharing your cookie link.
- Never include personal information (home address, school, phone number).
- Use your first name only or your troop number.
- Share only your Digital Cookie link—never ask for payments directly.

HOW OFTEN SHOULD I POST?

Always get a parent or caregiver's approval before posting or sharing your cookie link.

TIME IN COOKIE SEASON	TYPE OF POST	HOW OFTEN
KICKOFF WEEK	Announce your cookie goal and share your link	1-2 times
MID-SEASON	Share progress updates, fun photos, flavor highlights, cookie booths	1-2 times per week
LAST WEEK/FINAL PUSH	Countdown posts and reminders	Every 2-3 days
AFTER SEASON ENDS	Thank you post with what you accomplished	1 post

Tip: Vary your posts—one can be a photo, another a short video, another a quick text update. People love variety!





CREATIVE POST IDEAS

Here are some fun and effective ways to keep your audience engaged throughout the cookie season:

KICKOFF POSTS

- **“It’s Cookie Time!”** video post introducing your goals
 - “Hi everyone! I’m [First Name] from Troop [Number], and I’m so excited that it’s Girl Scout Cookie season! My goal is to sell [#] boxes to [earn/save for/do something special]. Thank you for supporting me!”
- Share your Digital Cookie link

PROGRESS AND UPDATE POSTS

- **Halfway There!**
 - “I’ve sold [#] boxes so far—thank you! I’m getting close to my goal of [#] boxes. You can still order through my link below!”
- **Goal Getter**
 - Post a picture of your goal tracker or poster with stickers showing your progress.
- **Cookie of the Week** spotlight—highlight one flavor with a fun fact or reason you love it.
 - “Did you know Samoas were introduced in 1975? They’re my favorite because I love caramel and coconut!”

FUN OR CREATIVE POSTS

- **Behind the Booth**—share a behind-the-scenes picture of sorting boxes or preparing thank-you notes.
- **Family and Friends Feature**—post a thank-you shout-out to a supporter (with permission).
- **Cookie Science**—show how you organize orders, practice money skills, or plan deliveries.
- **Pet + Cookie**—(safe and cute!) your pet “helping” with cookie sales.

SPECIAL DAY POSTS

- **Super Bowl**
 - “Get ready for the Big Game with the ultimate snack lineup—Girl Scout Cookies! Thin Mints and Tagalongs are perfect for halftime treats. Order now so you’re stocked up for the big game!”
 - Set up a “game day” display—cookies on a football-themed tablecloth or next to team gear.
- **Valentine’s Day**
 - “Show your Valentine how sweet they are with Girl Scout Cookies! Forget flowers—nothing says love like Samoas and Tagalongs. Order by [date] to get your cookies in time for Valentine’s Day!”
 - Arrange cookies in a heart shape, tie a box with a red ribbon, or hold a sign that says “Be My Cookie Valentine.”

COUNTDOWN & LAST CHANCE POSTS

- **“Only 3 Days Left!”**
 - “Time’s almost up to get your favorite cookies! Order before [date] to support my goals and enjoy your Thin Mints fix!”
- **“We’re Almost There!”**
 - “I’m just [#] boxes away from my goal! Who wants to help me cross the finish line?”

THANK-YOU & WRAP-UP POSTS

- Post a thank-you photo or short video:
 - “Thanks to your support, I reached my cookie goal and learned so much about business and leadership. You’re the best!”
- Share what you’ll do with your cookie proceeds—camping, community service, or a troop adventure.

EXTRA TIPS

- **Use Stories or Reels:** Short videos (10-20 seconds) grab attention—say hi, show off your cookie booth, or share your excitement.
- **Engage Your Audience:** Ask questions like “What’s your favorite cookie flavor?” or “Which cookie do you freeze for later?”
- **Tag Your Supporters:** If family or friends share your post, thank them in the comments!
- **Stay Positive and Polite:** Always be kind and grateful—it builds trust with your customers and shows your Girl Scout spirit.

SAMPLE HASHTAGS

#GirlScout Cookies #CookieBoss #SupportAGirlScout #CookieTime #GirlScoutGoals #ThankYou #CookieSeason #GSEMCookieSeason

Remember to tag Girl Scouts of Eastern Missouri, @girlscoutsem!



REMINDER!

Visit girlscoutsem.org/forcookiesellers to check out the GSEM Cookie Social Media Toolkit and download graphics and example posts!