

Online Marketing Guidelines

Girl Scouts & parents may:

- Post their SmartCookies link on **public social media sites** such as Facebook, Twitter, & Instagram
- Post a message on **public community sites**, such as Nextdoor and The Buzz, asking customers to direct message them for information on how to order cookies.
- Post the location of a **troop** booth sale (i.e. troop has secured permission from Booth Sale Coordinator for the booth)
- Post a video and include their SmartCookies link
- Ask customers to share their Smart Cookies link with friends and family
- Add their SmartCookies link to [door hangers](#)

Girl Scouts & parents may not:

- Post their SmartCookies link on **resale sites** (i.e. Craigslist, eBay, Amazon, Facebook Marketplace, etc.)
- Post SmartCookies link on public community sites
- Post where a **girl** has a Cookie Stand (i.e. post a girl's home address)
- Post content including last name or direct contact details (i.e. phone number, address, school, location, and/or email)
- Direct message anyone they don't personally know on social media platforms

Refer to [Safety Activity Checkpoints: Digital Marketing Tips for Cookie Entrepreneurs and their Families](#) and [Supplemental Safety Tips for Online Marketing](#) for complete safety guidelines.