

## Online Marketing Guidelines

### Girls may:

- Post a message or video with their Digital Cookie link/QR on **public or private personal social media site profiles** (i.e. Facebook, Twitter, Instagram, TikTok, LinkedIn etc.)
- Post where their **troop** is boothing (i.e. troop has secured permission from Booth Sale Coordinator for the booth)
- Post a message or video on their community pages asking others to message them directly for their Digital Cookie link with adult guidance
- Ask customers to share their Digital Cookie link/QR with friends and family
- Add their Digital Cookie link/QR code on door hangers
- Virtual or live streams are permitted, provided Girl Scout Safety Activity Checkpoints are followed. Customers must purchase cookies exclusively through the Digital Cookie platform

### Girls may not:

- Post their Digital Cookie link/QR on **resale sites** (i.e. Craigslist, eBay, Amazon, Facebook Marketplace, NextDoor, TikTok Shop, The Buzz, etc.)
- Post content including last name or direct contact details (i.e. phone number, address, school, location, and/or email)
- Post their own Digital Cookie link directly in a community page even if the admin of the community site permits it

Refer to these GSUSA resources for complete safety guidelines:  
[Product Sales Safety Activity Checkpoints](#), [Digital Marketing Tips](#)  
[for Cookie Entrepreneurs and their Families](#)  
and [Safety Tips for Product Sales\(English – Spanish\)](#)