

Fall Product Program Social Media Rules

We know that girls aren't going door-to-door as much as they used to and that social media, email, texting and neighborhood groups are today's online version of going "door-to-door." With the use of these sites and apps to market and reach supporters, you and your Girl Scout must remember that this is a **GIRL-LED program** and follow all Product Program online safety guidelines:

- Can NOT share the direct storefront link on any social media post—you can share the link in a private message to anyone who would like to place an order
- Must identify herself as a Girl Scout—we encourage you to use Troop #.
- Can only share social media posts with **family and friends** you know—social media posts should not be able to be shared or seen by the public.
- Can NOT give out any specific information such as address, telephone number(s), parent/guardian place of work address/telephone number(s), and her name and location of your school.
- Adults must accompany girl's grades K-5 and supervise girls grades 6-12.
- **Girls under 13** may use their parent/guardian's private **social media account**
- **Girls over the age of 13**, may use their OWN or their parent/guardian's private **social media account**

Example post:

"My Girl Scout in troop 662 is selling yummy chocolate, nuts, magazines and more on her online site! Her troop is raising money for their trip to Savannah, Georgia (the birthplace of Girl Scouts) in the spring. DM me if you are interested in supporting her troop!!"

BIG reminder for adults: While your Girl Scout needs approval and supervision to utilize these marketing tools, it is important to remember that this is a **GIRL-LED program**. We encourage you to encourage and allow your Girl Scout to learn by doing and lead her own participation in the program.

Girls cannot post to:

- X** Facebook groups
- X** Neighborhood sites/groups
- X** Craigslist
- X** eBay
- X** Amazon
- X** Facebook Marketplace

Girls may not use ***Facebook groups, neighborhood sites/groups, Craigslist, eBay, Amazon or Facebook Marketplace or any resale sites*** to post about their participation. Girls may only post about their participation in Girl Scouts product programs on social media sites that allow them to restrict access to family and friends, and not to resale or social media sites open to the public.