

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, including, but not limited to:

- Must identify herself as a Girl Scout—we encourage you to use Troop #.
- Will NOT giving out a virtual storefront link except over personal message or email.
- Will only share social media posts with **family and friends** you know—and ONLY friends and family for the Fall Product Program!
- Social media posts should not be able to be shared or seen by the public.
- Will 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 girls grades K-5 and supervise girls grades 6-12.

Special note for adults: As 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 use this time to encourage and allow your Girl Scout to learn by doing, and lead her own participation in the product programs.

Yes

- ✓ Facebook*
- ✓ Twitter*
- ✓ Instagram*
- ✓ Text Message
- ✓ Email/Private Message

**restricted to family and friends with sharing disabled*

Girls under 13, with parent approval and supervision, may use their parent/guardian's **private** Facebook, Twitter, Instagram, text message, and email as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest.

Girls over the age of 13, with parent supervision, may use their own or a parent/guardian's **private** Facebook, Twitter, Instagram, text messages, and emails as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest.

NO



- 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.