

Fall Product Program Social Media Guidelines

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:

- You CANNOT 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
- You must identify yourself/your girl as a Girl Scout, and we encourage you to use Troop #.
- If your Girl Scout would like to post about her participation with **family and friends**, parents can create a social media post for friends only and should not include the link to her storefront.
- You CANNOT 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 in 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!!"

Important 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:

- ✗ Facebook Groups
- ✗ Neighborhood Sites/Groups
- ✗ Craigslist
- ✗ eBay
- ✗ Amazon
- ✗ Facebook Marketplace
- ✗ Any other online resale sites

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.

Family and Friends Reminder: Girls, with the assistance and supervision of their parents/guardians, are required to deliver all girl-delivered orders that are placed, even if the customer is located in another city.