



# Digital Marketing Basics


How to market a Girl Scout Cookie™ business on social media






# Brainstorm & Discuss:

Think about your favorite brands on social media.

 Who do you like to follow and why?

 How do they post about their business or products?

 Can you use any of the same strategies?

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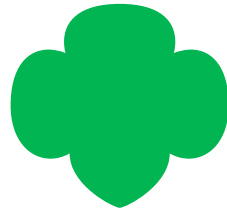
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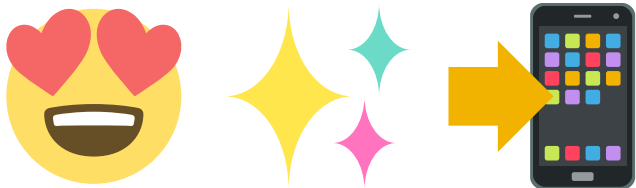
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You're already a cookie business pro, but what does it mean to market your business on social media?

Follow these steps to create a bright strategy for success.



### Safety tip!

Remember: Girl Scouts and their supervising parent/guardian must read, agree to and abide by the Girl Scout Internet Safety Pledge and Digital Cookie Pledge before engaging in online marketing and sales efforts through the cookie program.

Find more safety info and guidelines at [girlscouts.org](https://www.girlscouts.org).



# Year-Round Tips



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## Spread the word!

Create events for booth sales and virtual Girl Scout Cookie™ parties. Family members can invite people in your network if you are not on Facebook.

## Post yummy recipes!

Tell customers your favorite way to enjoy Girl Scout Cookies®. Another option is to share recipes featuring customer favorites from the Little Brownie Bakers® social pages.

**Sweet, sweet stories!**  
Share your native posts to your stories on both Facebook and Instagram to reach more Girl Scout Cookie™ fans! You can also easily link to Digital Cookie® and add fun GIFs to grab attention!



## Pictures are worth a 1,000 words. What about video?!

Using video for stories on Instagram and Facebook as well as TikTok can grab attention and boost engagement on social media. Tie into trends to make that much more of an impact!

## “Link in bio!”

Keep a link to your Digital Cookie® page in the bio of your social media pages as an easy way to get followers to place orders. Make sure you mention where to find it when posting!



## #HashtagIt

Use a set of consistent hashtags like #GirlScoutCookies #GirlScoutCookieSeason on all your posts. You can even customize a hashtag with your first name like #CookiesBySarah. Encourage family and friends to use it too!

## Go live!

With help from an adult, share your cookie goals with customers on Facebook and Instagram Live. Interact with followers in real time to provide a more personal experience with customers.



## Build a following!

For the best engagement and results, create a post schedule with a variety of content. Try to post 2-3 times a week with different content like announcements, polls and funny memes or games.

## Highlight everything!

On Instagram, use the highlights feature on your profile page by creating a highlight for ‘Girl Scout Cookie Season,’ ‘How to Buy’ or for sharing your goals!

## Shorten your links!

Use BIT.LY to create short links to use in your bio and post captions. If you have more than one link for your bio, use LinkTree to host them!

## Like for like!

When you receive a comment on a post, make sure to interact or respond! This adds a personal touch to your content and can help you sell more cookies.





# Best Practices by Platform

## Facebook

- Can use links in bio, post copy and in stories
- Use multiple images when posting
- Best time to post is the weekends in the middle of the day



Image sizes:  
Profile: 170 x 170px  
Cover: 815 x 315px  
Event Image: 1200 x 630px  
Post Image: 1200 x 1200px  
Story Image: 1080 x 1920px

## Twitter



- Can link out to content in a tweet
- Use a custom image or image generated by link with every tweet
- Best time to post is in the middle of the day



Image sizes:  
Profile: 400 x 400px  
Cover: 1500 x 500px  
In-feed Image: 1024 x 512px

## Instagram

- Can use links in bio and stories
- Use 2-3 consistent hashtags
- Use multiple images when posting
- Best time to post is on Saturdays around noon
- Post reels to connect with your audience in fun and engaging ways



Image sizes:  
Profile: 320 x 320px  
Highlight Covers: 161 x 161px  
Post Image: 1080 x 1080px  
Story Image: 1080 x 1920px



Find more tips at <https://blog.hootsuite.com/social-media-image-sizes-guide/>



# Content Starters



**When creating a post or story, you can place text on the image or video to quickly relay information:**

*“Here is your reminder to get your Girl Scout Cookies!”*

*“Link in bio!”*

*“My Girl Scout Cookie goal this year is [goal]!”*

*“It’s Girl Scout Cookie Season!”*

*“Last call for Girl Scout Cookies! My season ends [date]!”*

**Choose Social Tools:**

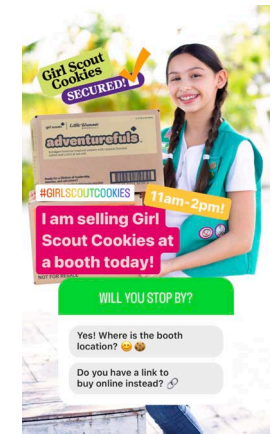
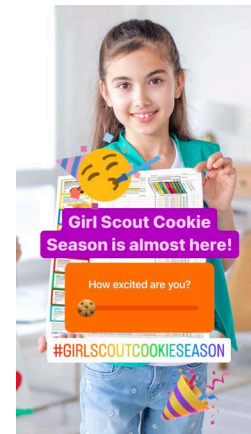
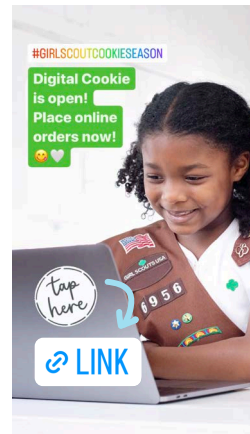
There are many online tools to help you create images and edit videos. Search "free design tools" and find one that works best for you!

**Use the Platform’s Features:**

Make images using Facebook or Instagram and save to post later! Just open a story, add the elements you want (i.e. images, text, GIFs and other features) and save to your camera roll.



## Examples of Stories:



# December 2023

Schedule posts to promote your cookie business on social media!











Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1  Promote giving Girl Scout Cookies® as gifts for upcoming holidays!	2
3	4  Celebrate National Cookie Day!	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21  Remind customers to unfreeze cookies from last year! <i>First Day of Winter</i>	22	23
24  Share a holiday dessert recipe that uses cookies. <i>Christmas Eve</i>	25 <i>Hanukkah begins Christmas Day</i>	26 <i>Kwanzaa</i>	27	28	29	30  Give everyone a heads up that you're participating in the Girl Scout Cookie Program® next year!



# January 2024

Schedule posts to promote your cookie business on social media!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 <i>New Year's Eve</i>	1  <b>Let your family and friends know that you are selling this year!</b> <i>New Year's Day</i>	2 <i>Last day of Hanukkah</i>	3	4	5  <b>Consider sharing your goals for this season—like which organization you'll be donating cookies to!</b>	6
7	8  <b>National Gluten-Free Day: Celebrate Toffee-tastic cookies!</b>	9  <b>Kick off the official start of the Girl Scout Cookie Season!</b>	10	11  <b>National Milk Day: Ask your audience which cookie makes the best match for a cold glass of milk!</b>	12	13
14	15 <i>Martin Luther King Jr. Day</i>	16	17  <b>Highlight the leadership skills you build by running a cookie business.</b>	18	19	20
21	22	23	24  <b>National Peanut Butter Day: Promote Do-si-dos® &amp; Tagalongs!</b>	25	26	27  <b>When your Digital Cookie® link is ready, put it in your bio and tell your followers!</b>
28	29	30	31  <b>National Hot Chocolate Day: Post a poll about which cookie goes best with a cup of hot cocoa!</b>	 <b>2024 will be magic!</b>		

# February 2024

Schedule posts to promote your cookie business on social media!







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>Make today sweet!</p>	<p>1</p> <p>What's your best-selling cookie? Highlight it!</p>	<p>2</p> <p><i>Groundhog Day</i></p>	<p>3</p>
<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p> <p>Promote cookies as a sweet gift for Valentine's Day!</p>	<p>8</p>	<p>9</p> <p>Ask your audience if they have cookies for the big football game!</p>	<p>10</p>
<p>11</p> <p>Celebrate International Day of Women and Girls in Science!</p>	<p>12</p>	<p>13</p>	<p>14</p> <p><i>Valentine's Day</i></p>	<p>15</p>	<p>16</p> <p>National Girl Scout Cookie Weekend is here! Celebrate by sharing your favorite memories or goals you have!</p>	<p>17</p>
<p>18</p>	<p>19</p> <p>Promote Thin Mints as a refreshing treat to celebrate National Chocolate Mint Day!</p> <p><i>Presidents' Day</i></p>	<p>20</p>	<p>21</p>	<p>22</p> <p>World Thinking Day!</p>	<p>23</p>	<p>24</p>
<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p> <p>Remind customers that they can buy online through your Digital Cookie link!</p>	<p>29</p>	<p>Believe in yourself!</p>	

# March 2024

Schedule posts to promote your cookie business on social media!



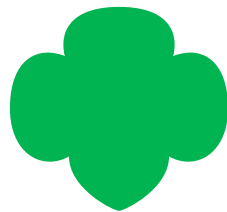
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				 <p>Own Your Magic!</p>	<p>1</p>  <p>Promote buying cookies online and include your Digital Cookie® link!</p>	<p>2</p>
<p>3</p>	<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p>  <p>Celebrate International Women's Day by posting about women you look up to!</p>	<p>9</p>
<p>10</p> <p><i>Daylight Saving Time</i></p>	<p>11</p>	 <p>Celebrate Girl Scouts Birthday! Why do you love being a Girl Scout?</p>	<p>13</p>	<p>14</p>	<p>15</p>	 <p>Share cookie recipes that would be perfect for basketball games during the big tournament!</p>
<p>17</p> <p><i>St. Patrick's Day</i></p>	<p>18</p>	<p>19</p> <p><i>First Day of Spring</i></p>	<p>20</p>	 <p>Selling at a booth this month? Promote it!</p>	<p>22</p>	<p>23</p>
<p>24</p>	 <p>Remind customers to stock up and freeze cookies for the off-season!</p>	<p>26</p>	<p>27</p>	<p>28</p>	<p>29</p>	 <p>Start a countdown to the end of this cookie season!</p>

# April 2024

Schedule posts to promote your cookie business on social media!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 <i>April Fools' Day</i>	2	3  How are you doing on your goals this season? Share an update!	4	5  Celebrate National Caramel Day by highlighting Samoas!	6
7	8  Considering doing a "Last Call" for the end of your Girl Scout Cookie Season!	9	10	11	12	13
14	15	16	17	18	19	20
21  It's the start of National Volunteer Week — Thank your troop leaders!	22 Girl Scout Leader's Day <i>Earth Day</i>	23	24  Still have cookies left to sell? Ask customers to donate cookies!	25	26	27
28	29	30  Celebrate your season success! And thank customers for supporting you!	 Congrats, Girl Scout!			29



# Follow for Shareable Cookie Inspiration!



@LittleBrownieBakers



@LBBakers



@girlscouts



@GirlScouts

