



Digital Marketing Basics

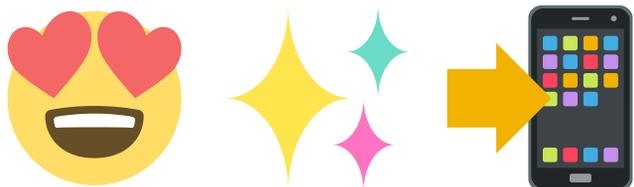
How to market a Girl Scout Cookie™ business on social media for Girl Scouts 13+ years and older





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 caregiver 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 as well as Digital Marketing Tips for Cookie Entrepreneurs and Families at [girlscouts.org](https://www.girlscouts.org).





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?

Notes:

Notes:

Notes:

Tips for Success



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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

- 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

X

- 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: 1600 x 900px

Instagram

- 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:





Follow for Shareable Cookie Inspiration!



 @LittleBrownieBakers
  @LBBakers
  @girlscouts
  @GirlScouts

