

*Little Brownie*  
BAKERS®

girl scouts 

# SOCIAL MEDIA GUIDE

Tips and tricks  
for volunteers,  
caregivers, and  
entrepreneurs  
to reach more  
cookie customers.

**FOLLOW**

**LIKE**

**SHARE**



**FOLLOW** key accounts to easily share content!

@LittleBrownieBakers

# FOLLOW

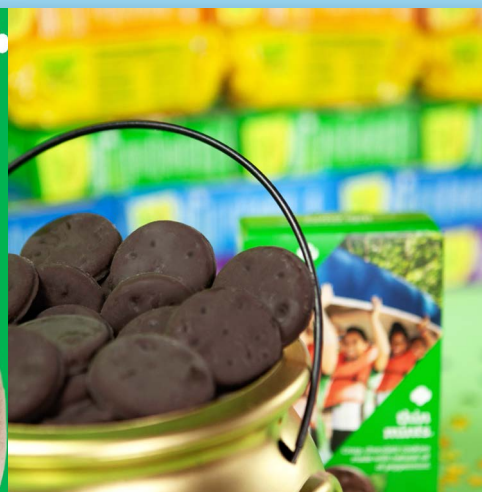
Let's connect! Follow:

- [@LittleBrownieBakers](#)
- @GirlScouts
- Girl Scout Council

# FOLLOW MORE<sup>+</sup>

- Encourage family and friends to follow the same accounts.
- Products are promoted on social media everyday. Make a list of social accounts that show products in fun and interesting ways to get inspired.

Thin Mints<sup>®</sup>  
are here!



**Reminder**  
Booths now open!

Yay!



1. A crisp, chocolaty cookie made with natural oil of \_\_\_\_\_

1

2. Some say I taste better when I am stored in this cool place.

3

3. My color package is between yellow and blue in the rainbow.

2

Swipe for answers! 



**LIKE** posts to increase chances of cookie customers seeing them!

@LittleBrownieBakers

## LIKE

- ◆ Drop a “Like” on cookie posts from your council, GSUSA, and Little Brownie Bakers.®
- ◆ Like for a like.  
Interact with followers to increase the odds of receiving likes in return and growing strong customer connections.

## LIKE MORE+

- ◆ Analyze which posts are getting the most likes and why.  
Do they have a certain image, video style, or ask for an action?
- ◆ Pin posts to the top of your Instagram grid.

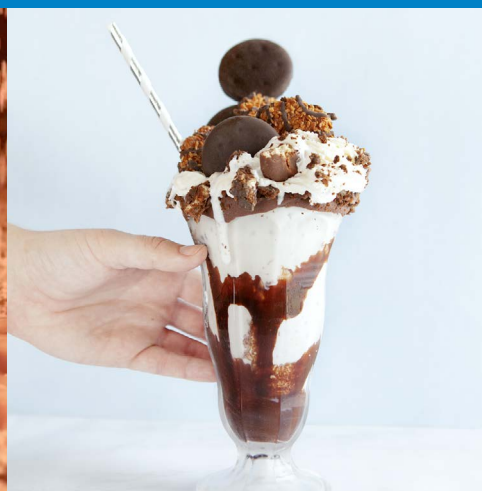


## SHARE

- 🌟 Share posts with delicious cookie ingredients and qualities customers love.
- 🌟 Share your goals!
- 🌟 Share details such as Digital Cookie® link or booth locations + dates.

## SHARE MORE<sup>+</sup>

- 🌟 **Sharing = Caring.**  
Ask cookie customers to share posts with their networks to spread the word to amplify reach!
- 🌟 **Tag @Council and @GirlScouts** to increase chances of shares and to reach a larger audience.



# TIPS



Order Online Today



Respond to comments to build connections.




Boost engagement with reels.




Go LIVE to share cookie goals and connect with followers in real time.



Create a 'Girl Scout Cookie Season' highlight on Instagram.



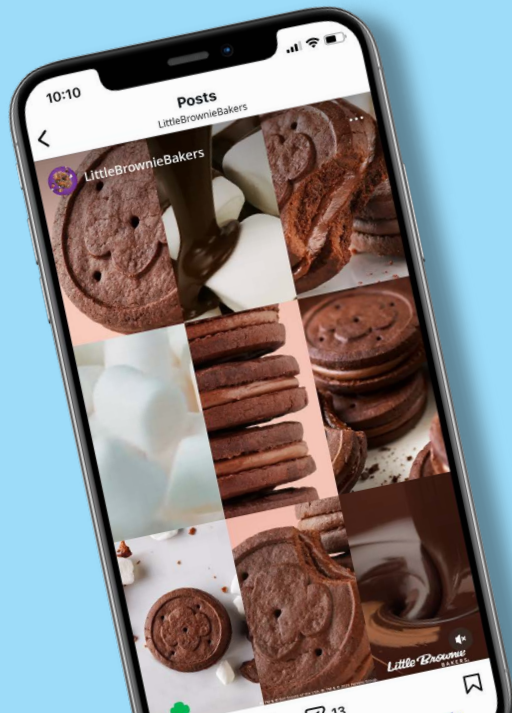
Use Instagram Notes to post 24-hour updates and timely news like "Booth today!"



Use three hashtags in posts to increase discoverability like #GirlScoutCookies, #Samoas, and #ItsCookieTime.

## IN-FEED POSTS

- Best for reaching new customers and growing followers.
- Posts remain in profile and build an online album for followers to visit.
- Use favorite content: delicious cookie reels, season goals, celebrations, cookie-inspired recipes, etc.



## STORIES

- Best for connecting with current followers to share news.
- Posts disappear after 24 hours.
- Share announcements: booth dates and locations, cookie season countdowns, behind-the-scenes updates, etc.



## WHEN YOU POST MATTERS

@LittleBrownieBakers

Get customers excited for cookie season with timely reminders before it starts.



Keep the buzz going all season long.

*Happy Birthday!*



## TIMING

- 🕒 Post or repost 3 days a week.
- 🕒 Plan ahead and post on key dates (booth days) and holidays.
- 📅 Post on Sundays and Mondays to catch customers as they scroll and plan for the week ahead.
- 📅 Post on Thursdays or Fridays to announce weekend booth locations, and schedule posts for the evening when followers are actively scrolling.

