

# Digital Marketing Workshop

Encourage teens to become social superstars! Through this workshop, they'll learn how to create graphics, use social toolkits and promote their Digital Cookie® pages.

Use the presentation from Little Brownie Bakers®, which features pointers from Girl Scouts®.



## Supplies:

- [Digital Marketing Workshop](#)
- Social toolkits from Girl Scouts and Little Brownie Bakers
- [Girl Scouts' Safety Activity Checkpoints](#) (see your council's Safety Activity Checkpoints)



## Go Virtual!

Invite a social media expert (or council leader) to give social tips and lead a virtual workshop.





# Digital Marketing Workshop

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





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

Follow these steps to create a bright strategy for success.



### Safety tip!

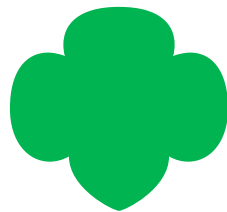
Remember: Girl Scouts and their supervising parent/guardian must read, agree to and abide by the Girl Scout Internet Safety Pledge and Digital Cookie Pledge before engaging in online marketing and sales efforts through the cookie program.

Find more safety info and guidelines here:

- [Digital Marketing Tips for Cookie Entrepreneurs and Families](#)
- [Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales](#)









# 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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# 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 Samoas® and 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

**Starting with a written script can help you communicate clearly with your audience in videos. Here are a few to get you going:**

*“Here is your reminder to get your Girl Scout Cookies! Link in my [insert platform name] bio!”*

*“My Girl Scout Cookie goal this year is [goal]! Any boxes donated will go to [donation organization]. Please like, share or comment to support me!”*

*“Hi, friends! I will be selling cookies in-person and online this year! Please visit the link in my bio to order online.”*

*“Last call for Girl Scout Cookies! My season ends [date]! Order online through the link in my bio. Make sure you stock up on cookies!”*

**Write your script!**

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# 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:**

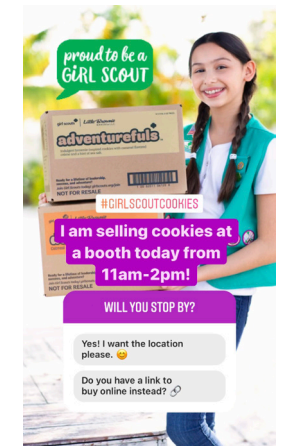
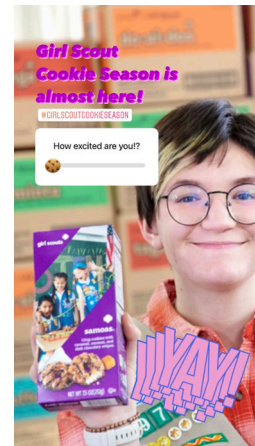
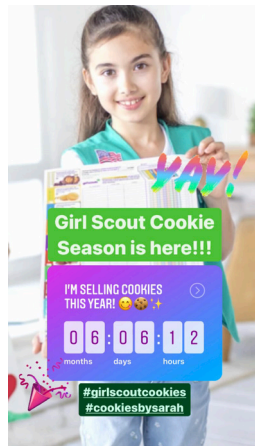
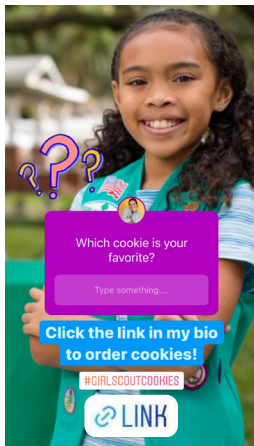
There are many online tools to help you create images and edit videos. Search "free design tools" and find one that works best for you!

**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 2022

Use these calendar pages to plan your posting schedule.




Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>Be the best you can be!</p>	1 <p>Promote giving Girl Scout Cookies® as gifts for upcoming holidays!</p>	2	3
4 <p>Celebrate National Cookie Day!</p>	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 <i>Hanukkah (1st Day)</i>	20	21 <p>Remind customers to unfreeze cookies from last year!</p> <i>First Day of Winter</i>	22	23	24 <p>Share a holiday dessert recipe that uses cookies</p> <i>Christmas Eve</i>
25 <i>Christmas Day</i>	26 <i>Kwanzaa</i>	27	28	29	30 <p>Give a heads up to everyone that you are selling cookies next year!</p>	31 <i>New Year's Eve</i>

# January 2023

Use these calendar pages to plan your posting schedule.



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

# February 2023

Use these calendar pages to plan your posting schedule.



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>Promote cookies as the sweetest gift for upcoming Valentine's Day!</p>	<p>8</p>	<p>9</p>	<p>10</p>	<p>Celebrate International Day of Women and Girls in Science!</p>
<p>Ask your audience if they have cookies for the big football game!</p>	<p>13</p>	<p>14</p> <p><i>Valentine's Day</i></p>	<p>15</p>	<p>16</p>	<p>National Girl Scout Weekend is here! Celebrate by sharing your favorite memories or goals you have!</p>	<p>Give customers goal updates throughout the weekend!</p>
<p>Promote Thin Mints as a refreshing treat to celebrate National Chocolate Mint Day!</p>	<p>20</p> <p><i>Presidents' Day</i></p>	<p>21</p>	<p>World Thinking Day!</p>	<p>23</p>	<p>24</p>	<p>25</p>
<p>26</p>	<p>27</p>	<p>Remind customers that they can buy online through your Digital Cookie link!</p>				

# March 2023

Use these calendar pages to plan your posting schedule.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3  Promote buying cookies online and include your Digital Cookie link!	4
5	6	7	8  Celebrate International Women's Day by posting about women you look up to!	9	10	11  Share cookie recipes that would be perfect for basketball games during the big tournament!
12  Celebrate Girl Scouts Day! Why do you love being a Girl Scout? <i>Daylight Saving Time</i>	13	14	15	16	17 <i>St. Patrick's Day</i>	18
19	20 <i>First Day of Spring</i>	21	22  Tell customers if you're selling in-person or online!	23	24	25
26	27  Remind customers to stock up and freeze cookies for the off-season!	28	29	30	31  Start a countdown to the end of this cookie season!	 You are rocking it!

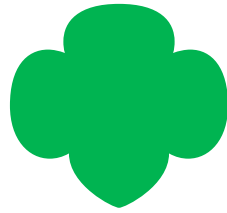


# April 2023

Use these calendar pages to plan your posting schedule.



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



# Follow for Shareable Cookie Inspiration!



@samoas\_cookies



@SamoasCookies



@LittleBrownieBakers



@LBBakers



@girlscouts



@GirlScouts

