

## The 411 on Online Marketing for Girl Scout Product Activities

Girl Scouts shine online during cookie season! What goes together like Thin Mints and a glass of milk? Girl Scout Cookies and computer savvy! It's all about safe ways for girls to be tech savvy and connect with customers during the Girl Scout Cookie Sale Program.

*This overview enables Girl Scouts to use online resources in a safe and fair manner. Check Safety-Wise for details.*

(If girls in your troop don't have access to a computer at home, help them find access in your community—at school, the library, a recreation center, or maybe even an office training area.)



### **"Must do" for all Girl Scouts**

- Read and sign the revised Girl Scout Internet Safety Pledge with a parent or guardian (available online at [www.gseiwi.org/forms/forms.asp](http://www.gseiwi.org/forms/forms.asp)).
- Obtain parent/guardian permission to participate in any Girl Scout product activity. In addition, permission must be given and oversight must be available for any product activity using online resources.
- Know and follow the rules for selling and delivering cookies, whether door to door, at booths, at special events, or as a follow-up to an e-mail commitment.

### **"Can do" for all Girl Scouts**

- All girls can use group e-mail overseen by an adult (such as [Brownies547Colorado@gmail.com](mailto:Brownies547Colorado@gmail.com)), a parent/guardian's address in partnership for sending e-mails to friends and family, and/or a static group Web page for marketing. However, you must tell people what your council Zip codes are.
- All girls can use GSUSA-approved vendor e-mail tools to inform friends, family, and former customers in the council Zip code that they are selling cookies.
- All girls can manage an online database of customers on the vendor's site. You can also create your own database, as long as the privacy of customers is respected.
- NOTE: Email and customer database management tools are available through the ABC Bakers website at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).

### **"Cannot do" for Girl Scouts and their parents/guardians**

- Cannot transact or exchange money online for product sales.
- Cannot accept commitments for product sales from outside your council's Zip code(s), unless from family members.

# **INTERNET SAFETY MATTERS!**

## **What Girl Scouts can tell customers.**

- Who you are (a Girl Scout, but also a friend, a relative, a daughter of a friend, and so on).
- What you are selling.
- Why you are selling. (Share your personal and troop goals, as well as how product sales benefit the Girl Scout council in your community.)
- How much the products cost.
- What options they have for purchasing cookies as a gift for others.
- How to purchase product. Ask for a commitment—what would they like to order or have you set aside for them? Any of the following may apply:
  - Tell them when your order is due and when cookies will be available for delivery.
  - Tell them where you are selling (booth sale at a certain time, at your place of worship, at your council shop).
  - Ask when it would be convenient for you to deliver with an adult's supervision.
  - Ask them to give a callback number and a delivery address in your community or council Zip code, and then follow the rules for selling cookies for your grade level. (Remember, not to give out your personal e-mail or address.)

### **Girls age 13 and older:**

Girls 13 and older can use social networking sites, such as Facebook, MySpace, and Twitter to market product, as long as they have a parent/guardian's permission, are under adult supervision, and follow *Safety - Wise* and Volunteer Packet guidelines. Girls 13 and older can use YouTube for marketing, but must have parental permission and meet any council guidelines provided.

A Facebook application called "My Cookie Connector" is available for girls to use and can be found at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).

Sign off on the Girl Scout Internet Safety Pledge, as well as complete the section on **Social Networking** the girls LMK pages (Let Me Know) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx>.