

# SOCIAL MEDIA GUIDELINES

Follow the Internet Safety Guidelines to keep the Girl Scout, yourself and family safe! <https://www.girlscouts.org/en/help/help/internet-safety-pledge.html>

Follow the Supplemental Safety Tips for Online Marketing. <https://www.girlscouts.org/en/cookies/troop-leader-resources.html>

Do not post on any Marketplace, Ebay, For Sale page, etc.

OKAY to post on your personal page, neighborhood pages, private group pages.

Share your goal on your social media post and emails!

# VIRTUAL COOKIE PARTY

- Host a virtual cookie party on social media
- You can host a party on Facebook, Instagram, etc. to your friends and family (not on a public level)
- Give your friends and family at least 1 to 2 week notice
- Prepare your “Why” statement on your goal, troop goals, and what your troop plans to do with cookie program funds
- Talk about the cookies and about your favorite cookies
- Share some recipes with your party participants by posting those on your event page
- Have a parent help you with the chat box to take orders and answer questions

# FACEBOOK PARTY STEPS

Give your Friends and Family at least 1 to 2 week notice of your party.

## Facebook Live Steps:

- Click on Events from your computer and homepage on Facebook
- Click on Create New Event
- Click Online
- Fill out Event Details (name, date, time)
- Click on drop down for Privacy
- Click on Friends Only or Private Only
- Click Next
- Click on Location for Facebook Live
- Click Next
- You can upload a photo or a LBB Clip Art

# INSTAGRAM LIVE STEPS

Give your Friends and Family at least 1 to 2 week notice of your event.

Instagram Live Steps:

- Click the + button in the top right corner of your profile
- Select Story
- At the bottom of the story page, there's a reel of options - select Live
- Click the button to go live! On Instagram, it usually heads straight to live and gives you the option to add a description during or at the end
- At the end, you'll have an option to save the live video to your page (For those who want to keep a permanent video, we suggest doing this option!)

*\*Pro-tip: For Instagram, it's best to take the video in vertical format!*