



- Girls are only to use the Internet to market the Girl Scout Cookie Program and Fall Product Program to friends and family (for clarity, “friends and family” are people whom the girl or her family personally knows).
- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.
- Friends and family of a girl participating in the cookie program must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).
- For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to “private.”
- Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.

If more information is needed, please email prdept@gksmo.org.