



Product Sales Programs Online Guidance

Girls may use the Internet to share their Fall Product and Cookie Program sales link, stories, and learnings with the following guidelines:

- The Girl Scout Fall Product and 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 guardians.*
- Girls, volunteers, and parents must review and adhere to the [*Girl Scout Internet Safety Pledge*](#), the [*Supplemental Safety Tips for Online Marketing*](#), and Girl Scouts' **Safety Activity Checkpoints** for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc.).
- Be aware that posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring, you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should consider truncating or removing their last name when using social media sites to protect their identity.
- Girls engaging in online cookie sales and marketing must review and apply the [*Digital Marketing Tips for Cookie Entrepreneurs and their Families*](#).
- All terms and conditions on Digital Cookie platform must be adhered to. For copies of terms and conditions, please contact GSUSA or Little Brownie Bakers.
- GSUSA reserves the right to remove or disable the link for any reason, including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Parents, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news media opportunities tied to girls' online marketing and sales efforts.