

girl scouts
of kentuckiana

**Promote
your
cookie
business!**



**2025
Girl Scout Cookie Program
Social Media Toolkit**

Cookie Program Extension
Keep the Momentum Going!

Big Opportunity Ahead!

Thank you for participating in the 2025 Girl Scout Cookie Program! We have an exciting opportunity to earn additional troop profit, a special patch and a chance to be one of 3 Girl Scouts that will win a special prize!

While there were many troops and Girl Scouts that reached their goals with the traditional program, Girl Scouts of Kentuckiana saw a drop in participation which resulted in the council being 200,000 packages short of their goal. The Girl Scout Cookie Program stays 100% local and pays for ALL the camps, programs, and support offered to troops and Girl Scouts in Kentuckiana. It also helps fund financial aid so that we never have to turn away a future Girl Scout. Will you help Girl Scouts of Kentuckiana sell 200,000 packages online ?

● — May 31, 2025

Extension Details

- New Deadline: Sell through Digital Cookie (shipped & donated orders)
- FREE Shipping on orders of 9+ packages
- Troop Links on the Cookie Finder stay active

Every Package Counts!

Donated cookies support local heroes (EMS, fire, police, teachers, and more!)

We've already donated 25,000+ packages. Let's give even more!

Awesome Rewards!

Sell 50+ packages:

Earn the Cookie Boss patch + 10 Kentuckiana Credits

Sell 200+ packages:

Get a Mystery Squishable stuffed animal!

Random Prize Drawing:

3 Girl Scouts will win 4 theme park tickets (Holiday World, Kings Island, Kentucky Kingdom, Venture River, or Beech Bend!)

Keep Climbing:

Digital Cookie sales count toward the 1,000+ Holiday World Event and 3,000+ Little Brownie Bakers Tour.

Troop Bonus:

Troops continue earning an extra \$0.25 per package on all Digital Cookie orders through May 31!



Toolkit Overview

This toolkit is designed to help you easily promote the 2025 Girl Scout Cookie Program extension!

Find sample messaging, best practices for boosting sales, and ready-to-use photos you can add to your own social media pages.

Whether you're looking for quick captions or creative ideas, everything you need to support our Girl Scouts and help us reach our goal is right here!



What's Inside:

- Graphics
- Sample Messaging
- Best Practices
- Tips & Tricks

Engage with the sisterhood!

Share your Girl Scout excitement among fellow Girl Scouts! Tag us in your posts:



@girlscoutskyana



@GSKentuckiana



Messaging Pro Tips

- Tell your friends what your goal is and update them with how you are doing throughout the season. If you are close to reaching it, they may order more!
- Along with sharing your goal, tell them what you and your troop plan to do with your cookie proceeds. Do you want to go to summer camp? What about a special service project? Knowing that you have something special in mind for your goal can help increase your sales.
- Include a link to your online Digital Cookie store so they can buy cookies right away.

Graphics

Below, find just a few examples of the fun and engaging graphics you can share on your social media platforms this cookie season. To access and download ALL available graphics, click [here](#).



Sample Messages or Photo Captions

Springtime:

🌸 Sweeten up your spring with Girl Scout Cookies! Order your favorites online today and support amazing local Girl Scouts! 🍪🌸

Teacher Appreciation:

📚 Say "thank you" with cookies! Celebrate a favorite teacher by sending them a box (or two!) of Girl Scout Cookies during Teacher Appreciation Week! 🍪🍏

Mother's Day:

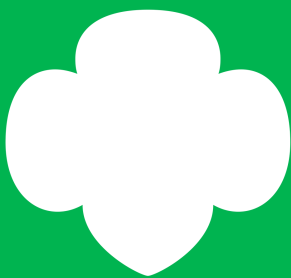
🌸 Moms deserve the sweetest treats. Send Girl Scout Cookies straight to her door for Mother's Day! 🍪❤️

Hometown Heroes:

🚒👮 Help us honor hometown heroes like EMS, firefighters, police, and teachers by donating Girl Scout Cookies. Your gift will make a big difference! 🍪❤️

Last Chance:

🕒 Last chance to get your Girl Scout Cookies! Order or donate by May 31 before they're gone! 🍪🚀



Meet the Cookies

All cookie proceeds stay local to benefit troops in our council.



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Thin Mints®

Crisp, chocolaty cookies made with natural oil of peppermint



Samoas®

Crisp cookies with caramel, coconut, and chocolaty stripes



Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Do-si-dos®

Oatmeal sandwich cookies with peanut butter filling



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Lemon-Ups®

Crispy lemon flavored cookies with inspiring messages to lift your spirits



Toffee-tastic®

Rich, buttery cookies with sweet, crunchy toffee bits



Platform Best Practices

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

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

Year-Round Tips

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.

Go live!

Share your cookie goals with customers on Facebook and Instagram Live. Interact with followers in real time to provide a more personal experience.

Post yummy recipes!

Tell customers your favorite way to enjoy Girl Scout Cookies. Share recipes featuring customer favorites from the Samoas® and Little Brownie Bakers® social pages.

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.

Shorten your links!

Use Bitly 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!

Sweet, sweet stories!

Share your 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!

Safety Tips

Girl Scouts and their caregiver should read, agree to, and abide by the Digital Cookie Safety Pledge before engaging in online marketing and sales efforts through the cookie program.

Digital Cookie Safety Pledge

Click on the underlined title to find more safety info and guidelines:

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

Graphics Tips



Posts & Stories

When creating a post or story, 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 May 31!



Video 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 on May 31! Order online through the link in my bio. Make sure you stock up on cookies!



Instagram Stories

With the addition of the “Link” sticker, Instagram enabled link sharing in Stories for everyone.

This is a fantastic tool for Digital Cookie Storefronts!

To use the Link Sticker, open the Sticker Menu:



Look for this Sticker:



Tap it to bring up the URL menu and paste your link. Don't forget to customize your sticker text to say something like “Get Cookies Now!” or “Order Girl Scout Cookies”– something that encourages action on the viewer's part.

Remember to include the link to your Digital Cookie Storefront in your Instagram Bio!

Canva is a free digital graphic design tool you can use to create sharable social images, flyers, or posters.

Register for a free Canva account to create your own designs! Find awesome Canva design tutorials [here](#).