Welcome to the 2022 Girl Scout Cookie Program! Join us for another season of confidence and skill-building as we carry on the tradition of this program.

The Cookie Promotional Toolkit gives girls media tools to highlight their businesses in creative ways and help them meet their goals. From social media graphics to printable flyers, girls will have everything they need to show the world they “Climb with Courage!”

Explore the kit and click the links throughout to download graphics and templates to share on your social media pages. You can also visit our website to find additional resources for girls, troop leadership volunteers, parents, and caregivers. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

2022 Girl Scout Cookie Program | Sun., Jan. 2–Sun., March 20, 2022
Cookie Booth Phase | Fri., Feb. 11–Sun., March 20, 2022
National Girl Scout Cookie Weekend | Fri., Feb. 18–Sun., Feb. 20, 2022
Walkabout Week | Mon., Mar. 7–Sun., Mar. 13, 2022
2022 Girl Scout Cookie Program Ends | Sun., Mar. 20, 2022

Check out our printable social media calendar!
Make Cookies Social Media Trendy

Social media is a great way to promote your cookie business! We’ve included graphics so everyone can share their cookie experience while highlighting the program and showing everyone that they “Climb with Courage” on their social pages.

Share and pair your graphics with the sample messaging and best practice tips provided to generate engagement. Spark anticipation with graphics, letting people know it’s almost cookie time—then keep the cookie momentum going until the last day of the program! Top off cookie season by thanking everyone for their support and celebrating a job well done!

You'll find graphics and social media sample posts about:
• Cookies are Coming
• It's Cookie Time
• Operation Salute
• Crazy for Cookie Booths
• Walkabout Week
• National Girl Scout Cookie Weekend
• Adventurefuls are Here
• Cookie Favorites
• Digital Cookie
• Powered by Girl Scouts
• Share Your Success

Examples of graphics include:

Examples of posts include:
• Girl Scout Cookie season starts in one month! Which cookies will you order on January 2? Share below!
• The wait is almost over! Prepare your taste buds because #GirlScoutCookieSeason starts TOMORROW!
• You’ve waited long enough—Girl Scout Cookie season starts today! Want to help me accomplish my goals? Order cookies now online! <insert link to Digital Cookie site>
• An indulgent, brownie-inspired treat, minus the mess. Adventurefuls are perfect for on-the-go girls and cookie customers. Order yours now at <insert link to Digital Cookie site>.
• Stop by my cookie booth this weekend to pick up all your favorite Girl Scout Cookies—including the new Adventurefuls! Message me for details.

Share your cookie excitement with us on social! Tag us in your cookie posts @GirlScoutsOH.
Say it with #Hashtags

A hashtag is a popular symbol used in social media to make it easier for users to find posts focused on a common topic. Users create hashtags by placing the hash sign (#) in front of a word or unspaced phrase. Use hashtags on Twitter and Instagram to reach a larger audience.

**Twitter:** Twitter is a fun space to share short messages in a fast-paced environment. You share a message along with an image. Use a hashtag on words that are most relevant to your message. Including a hashtag on words such as #Cookies or phrases such as #CookieTime or #GirlScoutCookies will make your post more searchable.

**Instagram:** Instagram is a great space to share eye-catching images with followers in a creative and colorful way. Fill your post with seven to 10 relevant hashtags. During cookie season, think about using words and phrases that help tell your story. For example, you might create a post that says, “Looking for a classic treat? #We’veGotThis! Stop by our #GirlScoutCookie booth to stock up today!”

**Tip:** You can also incorporate hashtags shared by GSOH: #GirlScouts #MoreThanACookie #LikeAGirlScout #CookieSeason #GirlScoutCookies #GirlScoutsRock

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**Follow Social Media Safety Guidance**

Girls may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines:

- 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 caregivers.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girls, volunteers, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie 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, etc.).
- Be aware 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 removing their last name when using social media sites to protect their identity.

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**Profile Frames and Cover Photos**

Show your friends and followers your excitement and pride for the cookie program with these fun cover photos and frames.

**Facebook Frame Instructions**

1. Go to facebook.com/profilepicframes.
2. Select the frame from the menu or search GirlScoutsOH.
Operation Salute encourages girls and community members to make a difference by donating Girl Scout Cookies to the military. Each package of cookies purchased is given to military personnel, veterans, and their families. Girls collect and deposit $5 for each package sold. Troops earn proceeds, girls earn girl rewards, and together, we give back! Council will deliver all packages to military organizations to be distributed. Let your customers know they can donate cookies to the military through Operation Salute with these pieces! You can find sample social posts and graphics here.

**Operation Salute Flyer:** Hang this flyer up at your booth to promote the Council Gift of Caring program.

**Operation Salute Stickers:** These will help spread the word about the program. Just print them and bring them along to your cookie booth to share with customers when they make a donation.

**Operation Salute Box Wrap:** Show customers Operation Salute is an option by using this box wrap on a box of cookies at your cookie booth.

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**QR Code Savvy**

QR Codes are a quick way to share a link to a website. The viewer uses their phone’s camera to scan the code and open the website on their mobile device. This makes it simple for your customers to get to your Digital Cookie site! Here are some fun ways you can share the QR code from your Digital Cookie site with your customers!

**Door Hanger:** Use these to let people know when you’ll be by to collect orders or to share your Digital Cookie link.

**Business Cards:** Promote your cookie business with business cards! Leave them with customers for re-orders, share them with local businesses, or hand them out as you go door-to-door. We suggest always giving the name of an adult and creating a generic email address to use during the cookie program. Please keep personal information to a minimum!
Virtual Booth Backgrounds

Going Virtual? We've included Zoom backgrounds in case you hold a virtual cookie booth during a virtual get together with family or friends!

Share Your Success—Say Thank You!

You've done it! Congratulations on a successful cookie season. Share a special thank you with your customers by posting on their Facebook wall or tagging them in your own posts.

You can find sample social posts and graphic here. (link to google folder)

Thank You Cards
A thank you card is a special way to show gratitude toward the people who gave their support during the cookie program. Encourage your Girl Scout to attach thank you cards to their customer's cookie order before they are delivered. (Insert thank you card and link to it)

Tip: Share what you plan to do with the funds earned!
Let Us Show You S’more Ways to Sell Cookies!

**Price Signage:** Display your cookie prices with ease using a colorful price sign.

**Stickers:** Help your customers show their Girl Scout pride with stickers, which you can print out to take along to your cookie booths to share with customers when they make a purchase.

**Credit Card Signage:** Credit cards are a very common source of payment. Hang up this sign letting your customers know that your booth accepts credit cards, making it more convenient for them to purchase their favorite cookies.

**Mask Signage:** Let customers know you would like them to wear masks while at your booth with these signs.

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**Girl Scout Cookies**

All cookies are $3!

**New!**

- **Adventurefuls**
  Indulgent, brownie-inspired cookies with caramel flavored creme and a hint of sea salt.

- **Samoas**
  Crisp cookies, coated in caramel, sprinkled with toasted coconut, and striped with dark chocolate coating.

- **Tagalongs**
  Crispy cookies layered with peanut butter and covered with a chocolatey coating.

- **Thin Mints**
  Crisp wafers covered in chocolatey coating. Made with natural oil of peppermint.

- **Lemon-Up**
  Crunchy lemon cookies baked with motivational messages.

- **Toffee-tastic**
  Rich, buttery cookies packed with golden toffee bits bursting with flavor. Gluten free.

- **Treoolls**
  Delicate-tasting shortbread that is delightfully simple and satisfying.

- **Do-si-dos**
  Crunchy oatmeal sandwich cookie with creamy peanut butter filling.

- **Samoas**
  Girl Scout Cookies

- **Thin Mints**
  Toffee-tastic

- **Thin Mints**
  Girl Scout Cookies

- **Tagalongs**
  Toffee-tastic

- **Tagalongs**
  Girl Scout Cookies

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**Mask up please!**

**We accept Credit Cards for cookies!**

- **Discover**
- **Mastercard**
- **Visa**