girl scouts

Little Brownie BAKERS®

SOCIAL MEDIA GUIDE

Tips and tricks for volunteers, caregivers, and entrepreneurs to reach more cookie customers.

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FOLLOW to stay up to date and for content inspiration to draw in cookie customers!

LittleBrownie.com

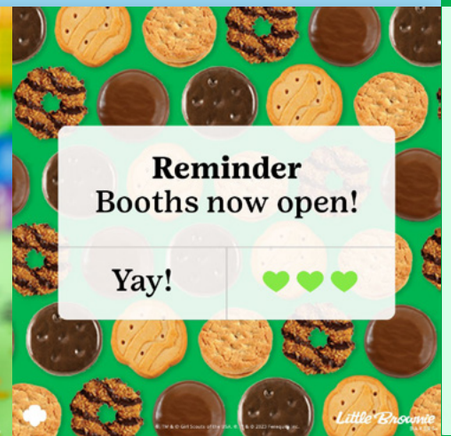
FOLLOW

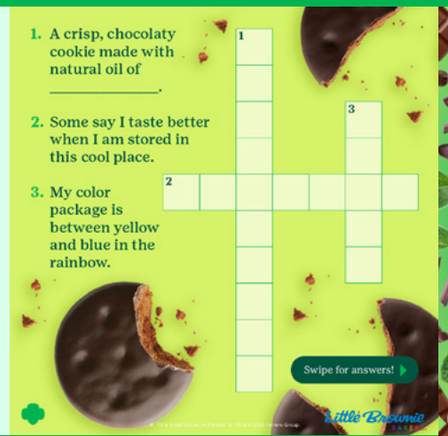
Let's connect! Follow:

- @Samoas_Cookies on Instagram
- @LittleBrownieBakers on Facebook
- @GirlScouts
- Girl Scout Council

FOLLOW MORE+

- Encourage family and friends to follow the same accounts.
- Products are promoted on social media everyday. Make a list of social accounts that show products in fun and interesting ways to get inspired.





LIKE posts to share the love and boost chances of cookie customers seeing the same posts!

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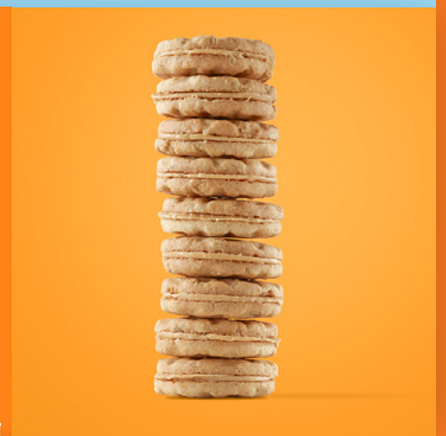
LIKE

- Like cookie content posted by your council, GSUSA and Little Brownie Bakers.®
- Watch “Likes” grow by posting customized content. Adding a personal touch goes a long way.



LIKE MORE+

- **Like for a like.**
  Interact with followers to increase the odds of receiving likes in return and growing strong customer connections.
- **Analyze which posts are getting the most likes and why.**
  Do they have a certain image or video style or ask for an action?
- **Pin posts to the top of your Instagram grid.**

SHARE posts to reach more customers and spread the word about Girl Scout Cookie Season!

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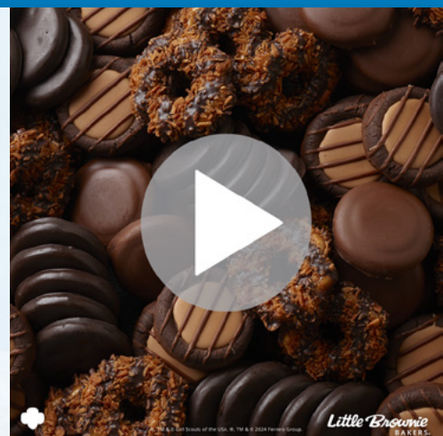
SHARE

- Share posts with delicious cookie ingredients and qualities customers love.
- Sharing = Caring.
  Share goals and ask customers to show support by sharing with their network.
- Share details such as Digital Cookie® link or booth locations + dates.

SHARE MORE+

- Customize posts from LittleBrownie.com.
- Get creative: Use memes, polls, countdowns, stickers, and GIFs.
- Tag @Council and @GirlScouts to increase chances of shares and to reach a larger audience.



TIPS

Use delicious descriptors to grab attention. More than half of shoppers want the full, flavor-packed story.

Respond to comments to build connections.

Boost engagement with animated content.

Go LIVE to share cookie goals and connect with followers in real time.

Create a 'Girl Scout Cookie Season' highlight on Instagram.

Use Instagram Notes to post 24-hour updates and timely news like "Booth today!"

Use three hashtags in posts to increase discoverability like #GirlScoutCookies, #Samoas, and #ItsCookieTime.

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*Review and agree to the Internet Safety Pledge at girlscouts.org.

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IN-FEED POSTS

- Best for reaching new customers and growing followers.
- Posts remain in profile and build an online album for followers to visit.
- Use favorite content: delicious cookie reels, season goals, celebrations, cookie-inspired recipes, etc.

STORIES

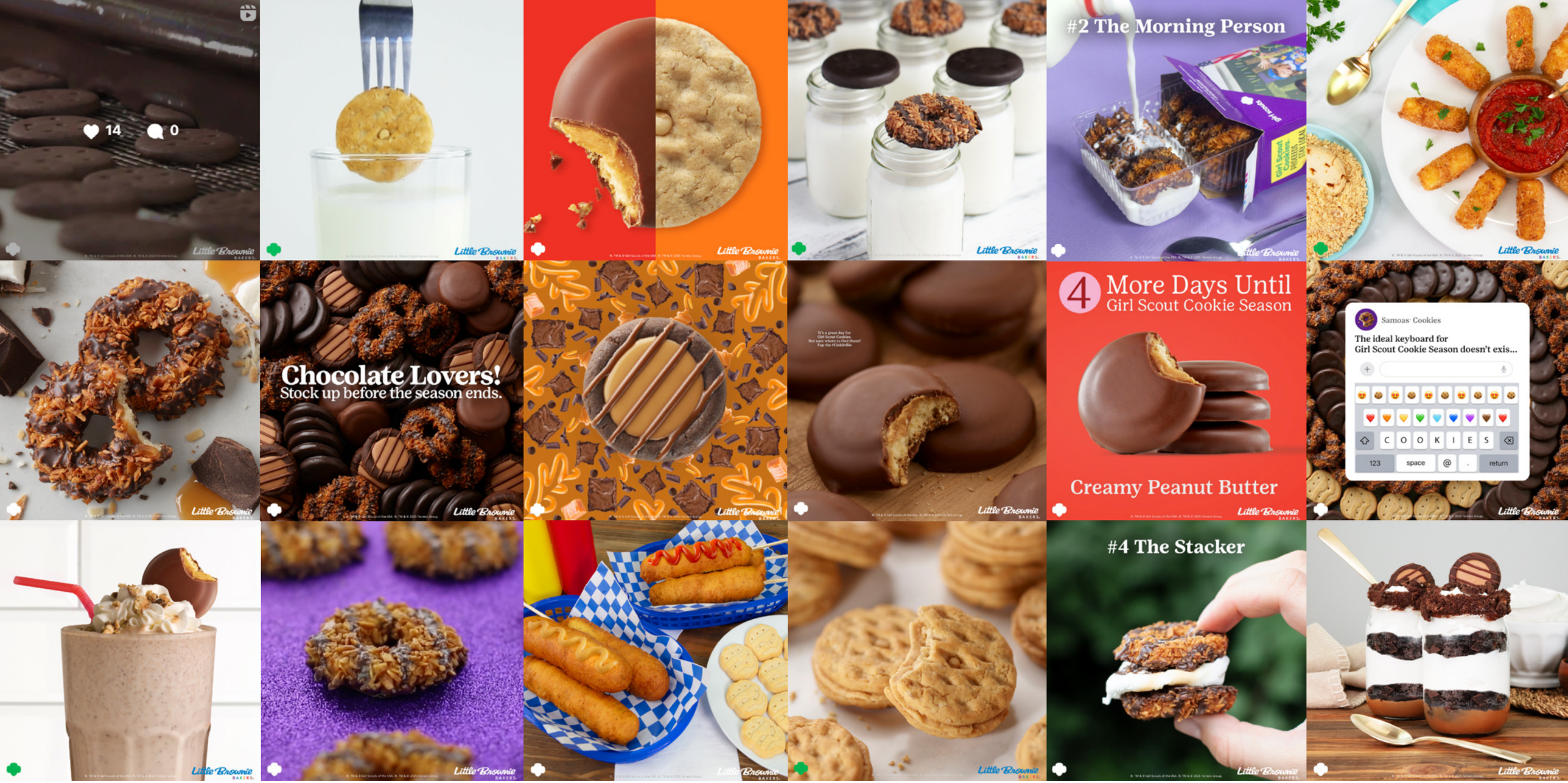
- Best for connecting with current followers to share news.
- Posts disappear after 24 hours.
- Share announcements: booth dates and locations, cookie season countdowns, behind-the-scenes updates, etc.

Get customers excited for cookie season with timely reminders before it starts.

Keep the buzz going all season long.

TIMING

- Post or repost 3 days a week.
- Plan ahead and post on key dates (booth days) and holidays.
- Post on Sundays and Mondays to catch customers as they scroll and plan for the week ahead.
- Post on Thursdays or Fridays to announce weekend booth locations, and schedule posts for the evening when followers are actively scrolling.



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