



## 2025 Girl Scouts Cookie Program Social Media Toolkit

girl scouts  
of nassau county

### IMPORTANT 2025 DATES

It's  
Girl Scout  
Cookie™  
Time!

#### January 3:

Order taking begins  
(digital and in-person)

#### February 6:

Girl delivery option for Digital  
Cookie closes for initial orders

#### February 10:

Initial order period ends



#### February 21–23:

National Girl Scout Cookie Weekend

#### February 21:

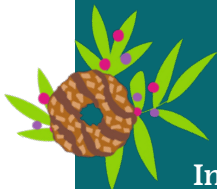
12:01 AM—Girl delivery option for  
Digital Cookie reopens for additional orders

#### February 22:

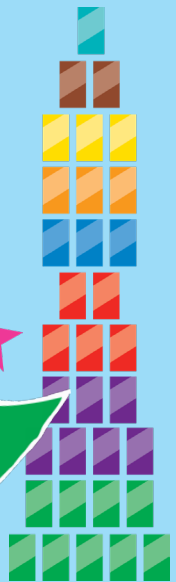
Booth sales begin

#### March 27:

In-person and Digital Cookie  
Girl Delivery order taking ends



Are you looking  
for creative ways  
to boost your  
cookie sales?



Girl Scouts who share their  
Digital Cookie page on social  
media can sell 50% more than  
when using the paper order card

**alone.** This social media toolkit includes images,  
sample posts, hashtags, and more to help get  
your cookie-loving customers excited during the  
2025 Girl Scout Cookie season! Don't forget to take  
pictures of your Girl Scouts in action! Share your  
pictures with us:

**Facebook:** @GirlScoutsofNassauCounty

**Instagram:** @girlscoutsnassaucounty

**X:** @gsnc

**Email:** marketing@gsnc.org

**Important Note:** Girl Scouts may only advertise  
their individual Digital Cookie link on personal  
social media pages. Community, marketplace,  
business, neighborhood type sites are not  
permitted to promote individual girl sales. Sites  
with the direct purpose of selling items (such as  
marketplace, Craig's List, yard sale type-sites) are  
not permitted.



# Girl Scouts Cookie Program

## Social Media Toolkit 2025 *continued*

### SOCIAL MEDIA POSTS

Are you ready to spread the word about the Girl Scout Cookie Program? Help your social media followers learn about the yummy cookies that are available—also remind them exactly how your Girl Scout and her troop benefits from the program.

Experiment by writing and testing your own! Don't forget to share the link to your Girl Scout's Digital Cookie link and use the hashtags: #GSNC #GSNCCookieProgram #GirlScouts

#### Messaging Pro Tips:

- Tell your friends what your goal is and update them with how you are doing throughout the season.
- Tell your customers what your troop plans to do with the troop cookie proceeds.
- Include a link to your online Digital Cookie page.
- Don't forget to thank everyone at the end of the Cookie Program and let them know if you reached your goal!

#### Sample Posts: *(Insert your own information in highlighted areas)*

- Girl Scout Cookie Season is back! This year, you can shop from the comfort of your home by using my online store. **-Lily, Girl Scout Troop 2100 (insert digital cookie link)**
- This year, my troop is using our Girl Scout Cookie Program proceeds to **support our local Animal Shelter!** Help us reach our goal by purchasing a few packages of Girl Scout Cookies. My favorite cookie is **Samoas!** What's your favorite Girl Scout Cookie?  
**-Lily, Girl Scout Troop 2100 (insert digital cookie link)**
- I'm so excited, it's Girl Scout Cookie Season and I'm selling cookies this year! My goal is to sell **120** packages of cookies this year. Will you help me reach my goal? I'd love to take your order!  
**-Lily, Girl Scout Troop 2100 (insert digital cookie link)**
- From Girl Scout S'mores to Samoas, I got you covered! Get yours here: **(insert digital cookie link)**  
**-Lily, Girl Scout Troop 2100**
- Do you want to help make a difference? When you buy Girl Scout Cookies for yourself, consider donating a package to our military and essential workers through GSNC's Gift of Caring Program. Help spread some cheer by donating now! **(insert digital cookie link) -Lily, Girl Scout Troop 2100**
- *Post at end of sale:* Thank you for supporting my Girl Scout Cookie sale. I reached my goal of selling **125** packages and you got a delicious treat! Because of you, I'll be onto my next Girl Scout adventure in no time! **-Lily, Girl Scout Troop 2100**
- *For Adults:* As you know, my Girl Scout **Lily** is selling Girl Scout Cookies this year. If you would like to help her meet her goal, let me know and we can set up a time for her to make her sales pitch and take your order. **(insert digital cookie link)**
- *For Adults:* Here is a message from my Girl Scout. If you would like to buy cookies, use this link to access her online page! **(insert your Girl Scouts' video or personal message and digital cookie link)**

# Girl Scouts Cookie Program

## Social Media Toolkit 2025 *continued*

### VIDEO

Parents! Help your Girl Scout make a compelling video to share on social media. Many Girl Scouts have success with songs, skits, or even simple introduction videos talking about their goal and favorite cookie.

#### Video Tips:

- Keep the camera steady.
- Check the lighting so your audience can see you!
- For platforms like Instagram it's best to shoot video with portrait (vertical) orientation, for other platforms like Youtube and your Digital Cookie page it's best to shoot the video in landscape (horizontal) orientation.
- Keep it short! The first 30 seconds are the most important to get your audience's attention.
- Many phones have video editing apps to help trim out any unnecessary parts.
- Have fun!

## Social Media Graphics

These social media graphics can be found at:  
[bit.ly/gsnc-cookie-season-social-media-toolkit](https://bit.ly/gsnc-cookie-season-social-media-toolkit)





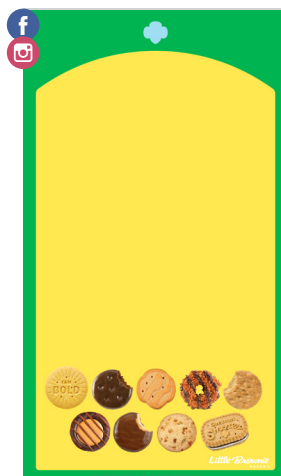
# Social Media Graphics *continued*



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516.741.2550 | [gsnc.org](http://gsnc.org) | [customercare@gsnc.org](mailto:customercare@gsnc.org)

# Social Media Graphics *continued*



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