

# Mags&Munchies Fall Product Program Social Media Toolkit 2023



OWN  
YOUR magic



Ready to step into the  
2023 Mags&Munchies Fall  
product program season?



Are you looking for new ways to reach your goals this year? Did you know Girl Scouts who share their digital storefronts on social media can sell 50% more product than those who sell with the order card alone? This Social Media Toolkit is packed with images, sample posts, and more. Remember, excitement about Mags&Munchies creates great expectations for your customers. We hope this resource provides great support for your Girl Scouts, develops their business skills, and promotes their hard work.

Don't forget to take pictures of your Girl Scouts in action! Share your pictures and tag us on Facebook (@GirlScoutsofNassauCounty), Instagram (@girlscoutsnassaucounty), or send them to us at [marketing@gsnc.org](mailto:marketing@gsnc.org).

**Important note:** Girls may only advertise their individual Mags&Munchies Program online store link on personal social media pages. Community, marketplace, business, and 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.

## IMPORTANT DATES TO KNOW WHEN POSTING:



- Mags&Munchies online registration and all order taking begins: **September 29**
- Mags&Munchies online and in-person order taking ends: **November 5**



### Social Media Posts

Are you ready to spread the word about the Mags & Munchies Program? Help your followers on social media learn about the yummy treats, magazines, and BarkBox that are available—also remind them exactly how your Girl Scout and her troop benefit from the program.

**\*Parent/Caregiver Tip:** When sharing links to their online store, make sure social accounts are set to “private” to ensure your Girl Scout’s safety. Experiment by writing and testing your own! Don’t forget to share the link to your Girl Scout’s store.



Check out sample posts on the next page!

girl scouts  
of nassau county



# Mags&Munchies Fall Product Program

## Social Media Toolkit 2023 *continued*

### SAMPLE POSTS: *(Highlighted areas are changeable)*

- Girl Scout Mags&Munchies Program has started! This year, you can shop and buy from the comfort of your home using my online store link. Make sure you try the new Thai Chili Mix and Cheddar Caramel Crunch before the program ends on November 5. **[insert your web site store link here]**
- This year my troop is using our Mags&Munchies Program proceeds to support **World Wild Life Fund!** Help me reach our goal by purchasing nuts, candy, magazines, or BarkBoxes. My favorite product is the **Peanut Butter Bears!** **[insert your web site store link here]**
- Need holiday gifts? Our Girl Scout troop has you covered! From nuts and candy to magazines and BarkBoxes, you can find something for everyone. Since it's the season of giving, consider donating \$7 to GSNC's Care to Share program, which supports our community by giving nut/snack items to food pantries on Long Island! **[insert your web site store link here]**
- My Girl Scout goal is to **sell 15 magazine subscriptions, to help my troop go to [insert activity here].** You can make it possible by purchasing nuts, candy, magazines, or BarkBoxes through the Girl Scout Mags&Munchies Program! They make great gifts **PLUS** you're supporting me, a budding entrepreneur. It's a win-win! **[insert your web site store link here]**
- As entrepreneurs, Girl Scouts learn money management, business ethics, goal setting, and so much more! Help my girl reach her goals by getting some delicious snacks and magazine subscriptions today! **[insert your web site store link here]**
- Nuts, candy, magazines, and BarkBoxes make great gifts! Support our troop and help us meet our goals by purchasing Girl Scout Mags&Munchies items today. **[insert your web site store link here]**
- I'm NUTS for Girl Scouts—and for running my own business! Support me during the Girl Scout Mags&Munchies season by getting cans of nuts or candies from September 29–November 5. **[insert your web site store link here]**

### SHARE YOUR AVATAR

Girl Scouts who are registered to participate in the online program can customize their store website, collect orders online, and create a customized avatar! Share side-by-side pictures of you and your avatar and ask your friends and family online how similar they are. By encouraging people to comment on your posts, more people will see it! Be sure to include information on how to order.



### SAMPLE POST:

- Check out my avatar for the Girl Scout Mags&Munchies Program! Don't we look like twins? Support me and my troop by purchasing nuts, candy, magazines, or BarkBoxes. **[insert your website store link here]**

## Social Media Graphics



The graphics below can be downloaded and used on your social media pages! Find them at [bit.ly/gsnc-mm-toolkit](https://bit.ly/gsnc-mm-toolkit) or by scanning the QR code.



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