



2026

Social Media Toolkit



2026 COOKIE PROGRAM SOCIAL MEDIA TOOLKIT

Welcome to the 2026 Girl Scout Cookie Program! Join us for another season of confidence and skill-building as we carry on the tradition of Girl Scouts selling cookies, from our gluten-free Toffee Tastic—to the classics.

This Cookie Social Media Toolkit gives girls tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

Explore the toolkit and click the graphics throughout to download the imagery to share on your social media pages. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

Thank you to our sisters at Girl Scouts of Dakota Horizons for helping make this social media toolkit possible!



SHARING COOKIES ON SOCIAL CALENDAR

2026 Girl Scout Cookie Program | December 8, 2025 – March 8, 2026

New Year | December 31/January 1

Walkabout Weekend | January 9 - 11, 2026

Booth Sales Begin | January 17, 2026

Super Bowl LX | February 8, 2026

Hometown Heroes Weekend | February 13 - 15, 2026

Valentine's Day | February 14, 2026

National Girl Scout Cookie Weekend | February 20 - 22, 2026

GIRL SCOUT TAKEOVER: SOCIAL MEDIA STYLE

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 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!

Share your cookie excitement with us on social! Tag us in your cookie posts @girlscoutssa

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 Facebook and Instagram to reach a larger audience.

FACEBOOK:



Facebook is a popular space to share engaging graphics with catchy messaging. On Facebook, limit your use of hashtags to two or less in a post—too many hashtags make posts difficult for users to find when searching for keywords. Include a hashtag with a word or phrase that is important to your message: It's time to stock your cabinets with #GirlScoutCookies!

INSTAGRAM:



Instagram is a great space to share eye-catching images with followers in a creative and colorful way. Fill your post with 7-10 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, “#ThinkOutsideTheBox Visit our #girlscoutcookiebooth to get a package.”

TIP: Create a special troop hashtag to use in your posts. To make a troop hashtag, use #GSSA followed by your troop number: #GSSA12345. You can also incorporate hashtags shared by GSSA: #MoreThanCookies #ThinkOutsideTheBox #GoalGetter

 facebook.com/girlscoutssa

 instagram.com/girlscoutssa

INTERNET SAFETY & GUIDANCE

ONLINE MARKETING GUIDELINES

Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.

Follow these guidelines as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie website and social media platforms:

- Girls are only to use the internet to market to friends and family; people that the girl or family personally know.
- Girls should never share their last names, addresses or any contact information when marketing their products.
- Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites or with any news outlets.
- For safety, online marketing activities should always be done through accounts set to "private."
- Storefronts or websites like Craig's List, eBay, or open pages on Facebook or sale groups where the Girl Scout does not know all the members are forbidden.
- Digital Cookie storefronts will be deactivated if we find that girls are selling cookies in ways that are unsafe; girl safety is our number one priority.
- Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.

Follow the Cookie & Product Program Guidelines in the [Safety Activity Checkpoints](#).



TIP: Have girls watch this [safety video](#) to learn the do's and don'ts of selling Girl Scout Cookies safely.

Dec. 8
through
Jan. 9

GET THE COOKIE PARTY STARTED ON SOCIAL MEDIA

Cookie season is right around the corner! Start sharing cookie buzz on your social media pages.

Sample Messaging:

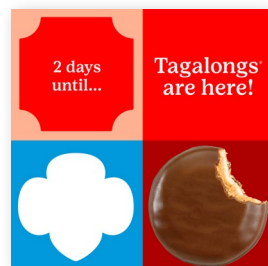
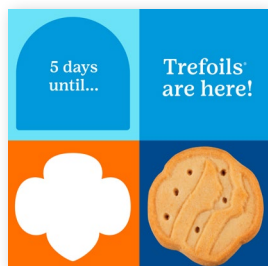
- Get ready to get your #GirlScoutCookie on—cookie season almost is upon us!
- Which flavor are you most looking forward to sampling? Comment below!



Social post or profile picture



Cover photo



Cookie Countdown social posts

Dec. 8
through
Mar. 8

COOKIE SEASON IS HERE

It's Girl Scout Cookie time!

Sample Messaging:

- The day has finally come! Our favorite season is here. No, we don't mean winter, summer, or fall. It's #CookieSeason!"

TIP: Include a link so they can buy cookies right away.



Social post or profile picture



Cover photo



Social post or profile picture



Cover photo



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture

Dec. 8
through
Mar. 8

I'M A GIRL SCOUT SELLING COOKIES



Social post or profile picture

Cover photo

Dec. 8
through
Mar. 8

PROUD PARENT OF A GIRL SCOUT SELLING COOKIES

PROUD
PARENT
OF A



PROUD
PARENT
OF A



PROUD
PARENT
OF A



PROUD
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OF A



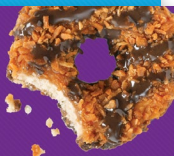
PROUD
PARENT
OF A



PROUD
PARENT
OF A



PROUD
PARENT
OF A
**GIRL SCOUT
SELLING
COOKIES**



(ask me how to buy some!)



Social post or profile picture

PROUD PARENT OF A
GIRL SCOUT



PROUD PARENT OF A
GIRL SCOUT



PROUD PARENT OF A
GIRL SCOUT



PROUD PARENT OF A
GIRL SCOUT



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GIRL SCOUT



PROUD PARENT OF A
GIRL SCOUT



PROUD PARENT OF A
**GIRL SCOUT
SELLING COOKIES**



(ask me how to buy some!)

Cover photo

Dec. 8
through
Mar. 8

I KNOW A GIRL SCOUT SELLING COOKIES



Social post or profile picture

Cover photo

Dec. 8
through
Mar. 8

I KNOW A GIRL SCOUT SELLING COOKIES



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



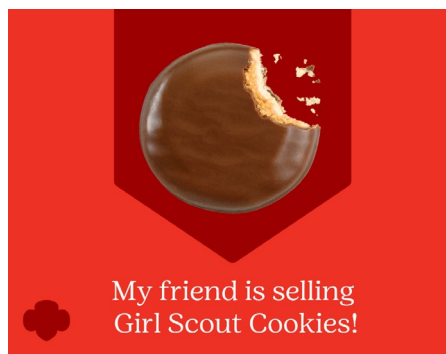
Social post or profile picture

Dec. 8
through
Mar. 8

I KNOW A GIRL SCOUT SELLING COOKIES



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture

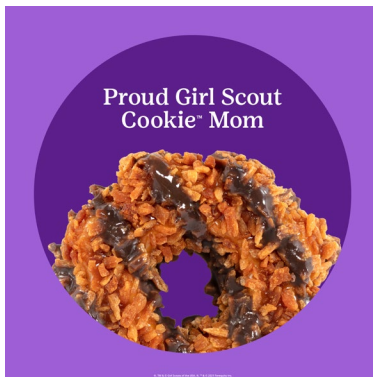
Dec. 8
through
Mar. 8

SHOW YOUR COOKIE PRIDE

The best thing about a Girl Scout Cookie? It powers the exciting experiences and opportunities you have in Girl Scouts! From changing your community, to enjoying the outdoors, Girl Scout Cookie Program proceeds help make it all possible. Share how your Girl Scout adventures are #poweredbytheGS Cookie Program



Being a Girl Scout Cookie volunteer is the sweetest reward!



Proud cookie mom right here!



You best bet I'm #ManEnoughToBeAGirlScout



When Girl Scouts speak, the world listens!

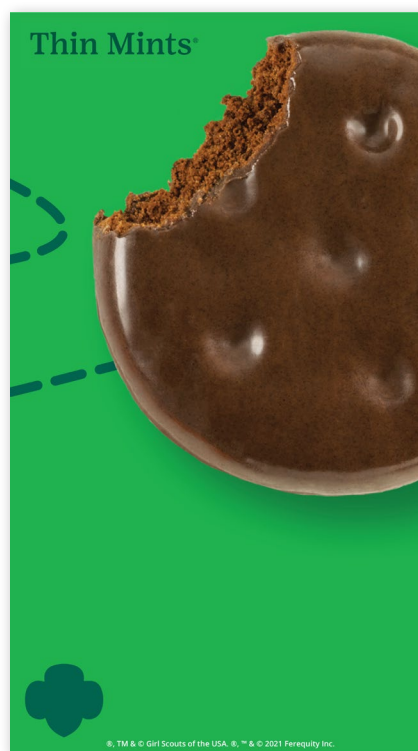
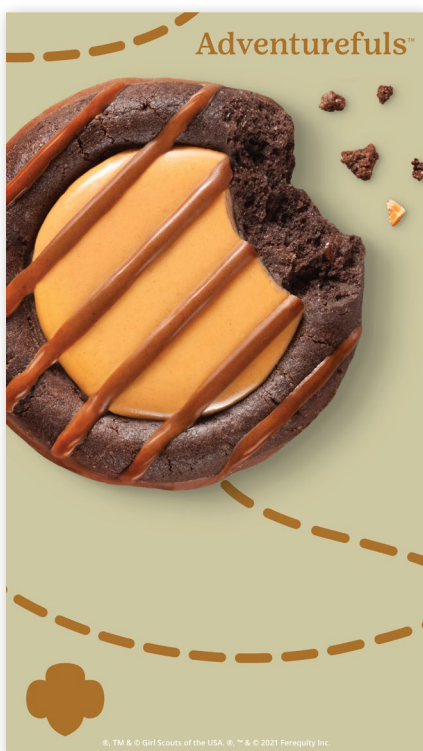


Friendly reminder: No matter how young, your voice matters!

Dec. 8
through
Mar. 8

SOCIAL MEDIA STORIES

Use Social Stories for increased visibility for your Cookie Business. These images will appear outside of your regular feed and last for 24 hours before they disappear.



Dec. 8
through
Mar. 8

COVER PHOTOS

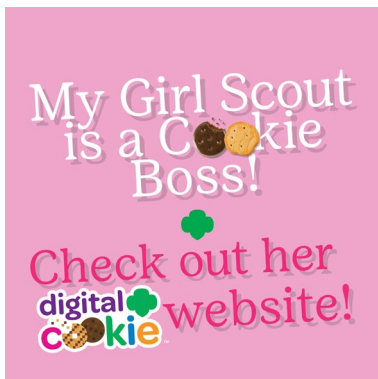
Your cover image can leave a lasting impact on your followers. Take advantage of these options to let them know cookies are available.



Dec. 8
through
Mar. 8

DIGITAL COOKIE

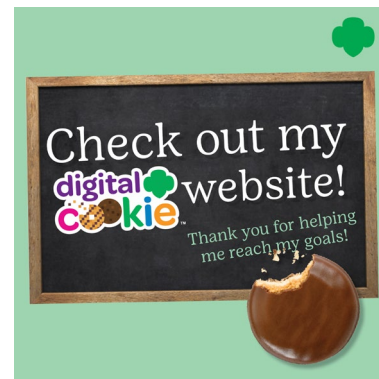
The Girl Scout Cookie Program is now more accessible than ever! If you're participating in Digital Cookie, spread the news that you're selling cookies online!



Girl Scouts aren't letting anything stand in the way of reaching their goals – or getting you Girl Scout Cookies! Help them reach their goals by ordering here: [INSERT LINK].



I'm almost to my goal, and need your help! Get your favorite Girl Scout Cookies without leaving your home! Order here: [INSERT LINK].



Our online store is open for business! Stock up on your Samoas®, Thin Mints® and more! Order a package or two today! Order here: [INSERT LINK].



Order Girl Scout Cookies® online and get them delivered to your doorstep! Order here: [INSERT LINK].



You've read correctly! The Girl Scout Cookies you love can be purchased from the comfort of your home. [INSERT LINK]



Do a happy dance, Girl Scout Cookie fans!! It's officially cookie time! [INSERT LINK]



Order online to get Girl Scout Cookies delivered to your door! [INSERT LINK]

Dec. 8
through
Mar. 8

COOKIE DONATIONS

Hometown Heroes, Girl Scouts of Southern Alabama's donation program, encourages girls to ask customers/businesses to donate as little as \$6 so cookies can find their way to military organizations, first responders and other local heroes throughout southern Alabama.



Buy a box, give a box! Support local heroes through our Hometown Heroes cookie donation program. [INSERT LINK].



Cookies that give back! Donate a box through Hometown Heroes and help us thank those who serve our community. [INSERT LINK].

Dec. 31
and
Jan. 1

Happy New Year!

Celebrate the new year with your customers!



As the clock strikes midnight, our Girl Scouts are already dreaming big for the year ahead. Every cookie sold helps fund adventures, leadership, and lifelong skills. Thank you for supporting girls in the New Year! [INSERT LINK].



New year, same sweet mission! Ring in the New Year by supporting our Girl Scout cookie sellers—every box helps girls build confidence, courage, and character. [INSERT LINK].

Walkabout Weekend

Highlight that you have cookies in hand. Share pictures of your Girl Scout with her cookies in your neighborhood/area.

SOCIAL MEDIA CAPTION IDEAS

- Walkabout Weekend is here! Catch us selling Girl Scout Cookies around our neighborhood—cookies in hand and smiles ready!
- Cookies on the move! We'll be walking our neighborhood this Walkabout Weekend—keep an eye out for Girl Scouts!
- You don't have to search far for cookies. We're out and about in our neighborhood for Walkabout Weekend!
- Walkabout Weekend = cookies everywhere! Find us walking around [neighborhood/area] with cookies ready to go.
- See Girl Scouts walking with cookie carts? That's us! Walkabout Weekend is in full swing in our neighborhood.
- Cookies in hand and ready to sell! We'll be out walking our neighborhood this Walkabout Weekend—stop us if you see us!
- Neighborhood strolls + Girl Scout Cookies = Walkabout Weekend! Look for us nearby!
- We're bringing the cookies to you! Walkabout Weekend is happening around our neighborhood—say hi and grab a box!

COOKIE BOOTHS

Highlight your booth locations and share all the booth opportunities. Whether you are doing a council booth, pop-up, drive-thru or virtual booth, be sure to include the booth location, date/time and how customers can order. Include posts or stories of your actual cookie booth day-of.



Find booths and dates with Girl Scouts Cookie Finder: girlscoutcookies.com



Find booths and dates with Girl Scouts Cookie Finder: girlscoutcookies.com



Get Girl Scout Cookies without leaving your vehicle! Drive up to place your order and we'll place in your vehicle for a contactless purchase.

Feb. 1
through
Feb. 8

SUPER BOWL LX

Girl Scout Cookies are the BEST addition to any game day spread. Let your customers know how they can get their hands on them.



Celebrate Game Day the Girl Scout Cookie Way! Because game day isn't complete without a winning snack.

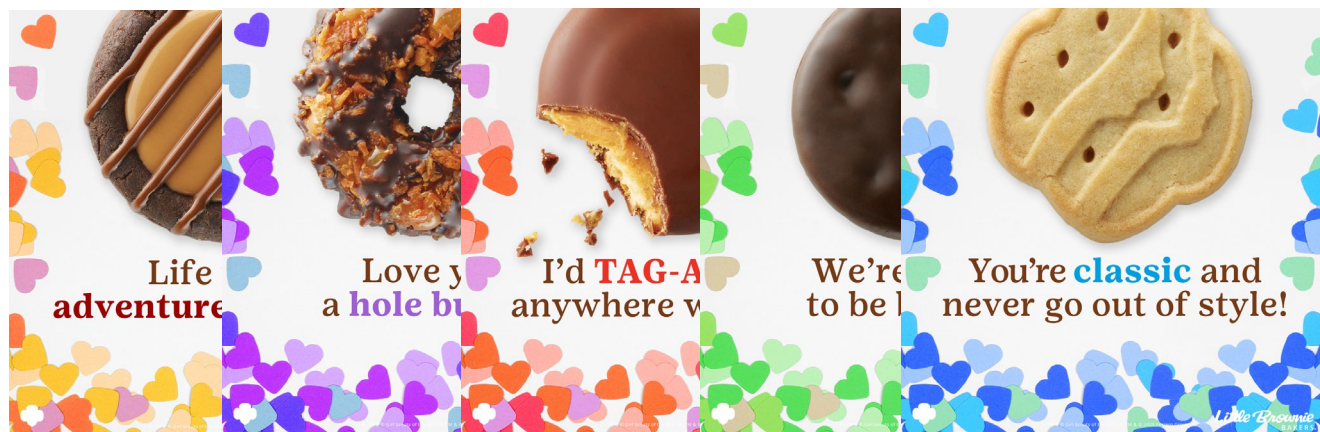


The big game is Sunday! Do you have a super bowl of cookies to enjoy during commercial breaks?

Feb. 1
through
Feb. 14

VALENTINES DAY

What's better than receiving a Valentine? A Valentine with Girl Scout Cookies, of course! Let your customers know that you have all of their favorites to surprise their Valentine this year.



Roses are red, cookies are smart... my Girl Scout's selling the best treats to win your heart! [LINK](#)



Cookie season is my love language.



[Valentine Card Coloring Sheet \(PDF\)](#)

[Valentine Card \(PDF\)](#)

Feb. 13
through
Feb. 15

COOKIE DONATIONS

Hometown Heroes, Girl Scouts of Southern Alabama's donation program, encourages girls to ask customers/businesses to donate as little as \$6 so cookies can find their way to military organizations, first responders and other local heroes throughout southern Alabama.



Who do you consider a local hero? Buy a box for yourself and give one back to a local hero in our community. Order here: [INSERT LINK].



Buy one for yourself and give one to a local hero through our Hometown Heroes donation program. Order here: [INSERT LINK].

Feb. 20
through
Feb. 22

NATIONAL GIRL SCOUT COOKIE WEEKEND

National Girl Scout Cookie Weekend honors the achievements of young entrepreneurs across the United States—Girl Scouts who run successful cookie booth and door-to-door cookie sales as well as market their businesses online using the Digital Cookie platform.

Sample Messaging:

- Share a story of how you've used cookie proceeds to give back to the community.
- Share what your troop plans are for this year's cookie proceeds.
- National Girl Scout Cookie Weekend is upon us! When you pick up your favorite treat you help support the female leaders of tomorrow!



Social Post or profile picture



Social Post or profile picture