



*Little Brownie*  
BAKERS®

# SOCIAL MEDIA GUIDE

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

**FOLLOW**



**LIKE**

**SHARE**

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

[LittleBrownie.com](http://LittleBrownie.com)

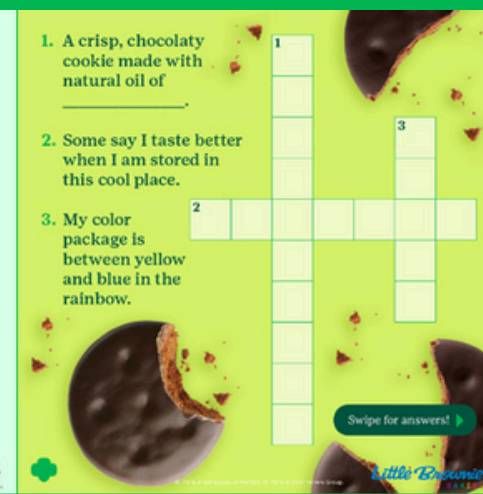
## FOLLOW

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!

LittleBrownie.com

## 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.

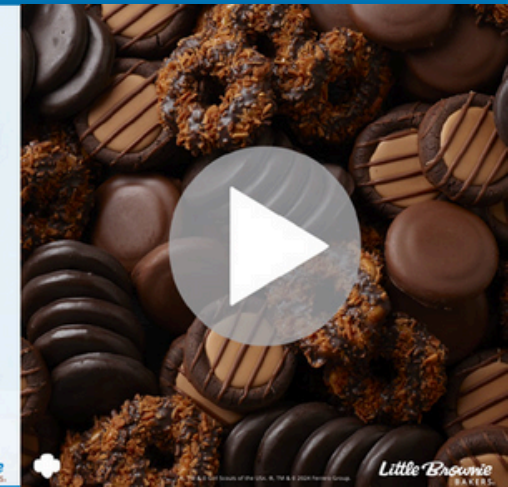


## SHARE

- ✿ 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 pre-made posts from [LittleBrownie.com](https://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.



[LittleBrownie.com](https://www.littlebrownie.com)



\*Review and agree to the Internet Safety Pledge at [girlscouts.org](https://www.girlscouts.org).



## 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.





## WHEN YOU POST MATTERS

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



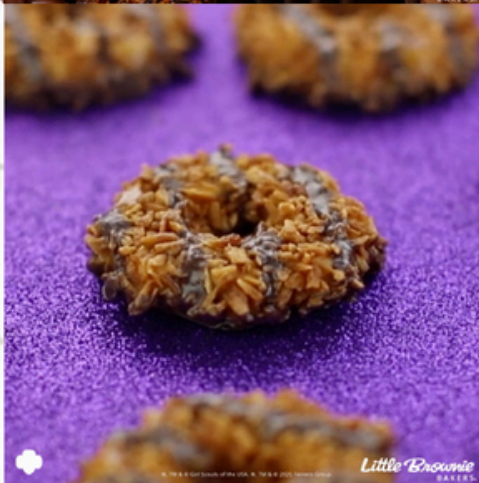
Keep the buzz going all season long.



## 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.





girl scouts

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