

# Supplemental Safety Tips for Online Marketing



## When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®:

- Review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families.
- Continue to adhere to the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.

## In addition, review and apply the below Supplemental Safety Tips for Online Marketing:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.