



# GSUSA Online Guidelines

**GSUSA has an excellent website for girls regarding safety on the internet: [www.lmk.girlscouts.org](http://www.lmk.girlscouts.org).**

Girls can use email and age appropriate Internet functions as online marketing tools to let family, friends and former customers know about the sale and collect indications of interest.

Any use of the internet as an online marketing tool by girls must adhere to current GSUSA and Internet provider guidelines related to:

- Safety
- Internet etiquette
- Age Requirements
- Parent/Guardian permission
- Adult oversight
- Council Jurisdiction (by zip codes of the Council)

Guidelines for online product sales include the use of parentally supervised email and texting as a marketing tool, and/or the use of a customer commitment tool (such as The Cookie Club site from Little Brownie Bakers) to communicate with family, friends and former customers.

- Cookie related email should not be spam (unwanted emails). Girls or their parents should not broadcast emails to parental membership lists or place of employment email directories.
- Girls or their parents or a third party may not accept payment for cookies online.
- Customer email addresses should be treated with respect and girls should be instructed on privacy issues.

Girl Scouts should never:

- Use or post an email with personal street address or phone number. Please use the Cookie Club, a group email address, or an email address shared by adult.
- Take orders from customers outside of the Councils zip codes, unless it is a family member.

## Online Social Networking Sites

Any use of a social networking (such as Facebook, Twitter, MySpace, YouTube, Flickr) for the sale of cookies including marketing and/or collecting customer commitments must:

- Meet the age limits and terms of use requirements set by the provider and laws governing internet usage (age 13 and above).
- Have parental permission for the use of tools and for posting of any photos.
- GSUSA has a website with information for girls about safety on the internet [www.lmk.girlscouts.org](http://www.lmk.girlscouts.org).

Troops whose girls meet the age requirements may set up at social networking site, with the permission and guidance from adults. Any follow-up should be done following the safety guidelines set up for Girl Scout product sales. These guidelines are on your order card.

Any use of video sharing sites where the video is representing Girl Scouts or Girl Scout Products must follow specific age and requirements for that site. It must also have Council approval and Girl Scout photo release forms signed by parental/guardians and any adults pictured. For Council approval, please contact Katherine Lambert at [klambert@hngirlscouts.org](mailto:klambert@hngirlscouts.org).