



## Online Guidelines

Girls may use email and other age appropriate Internet functions as online marketing tools to let family, friends and former customers know about the cookies 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

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 Cookie Club 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 girl 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 an adult.
- Take orders from customers outside the Council's zip codes, unless it is a family member.

## Online Social Networking Sites:

Any use of social networking (such as Facebook, Twitter, MySpace, YouTube or 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 law governing internet usage (age 13 and above).
- Have parental permission for the use of tools and posting of any photos.
- GSUSA has a website with information for girls about safety and the internet [www.lmk.girlscouts.org](http://www.lmk.girlscouts.org).

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

Any use of video sharing sites where the video is representing Girl Scouts or Girl Scout products must have approval from GSHNC. Please contact Colleen Young at [cyoung@hngirlscouts.org](mailto:cyoung@hngirlscouts.org) for approvals.