

Go Bright Ahead with the 2022 Fall Product Program September 23 – October 19 Social Media Toolkit

Welcome to the Fall Product Program. Thank you for your support of the girls, troops, and council through your enthusiastic participation in the Fall Product Program is vital to its success and is greatly appreciated.

Social media is a great resource for promoting the Fall Product Program! You can share how the fall product program helps your Girl Scout achieve her Girl Scouting goals, let people know when and what products are available, and thank people for their support.

Take a look at the resources provided that will help your Girl Scout meet her fall product program goals.

Key Dates

Friday, September 23

Fall product program begins

- Girls make sure to set up your online site!
- Girls can begin selling nuts and candy and Gift of Caring (Care to Share) from their paper order card.

Monday, Oct. 17

- Family deadline for entering in-person orders (paper card orders) in the M2OS system (**Online girl-delivered items should not be re-entered.**)
- Last day for in-person girl-delivered ordering

Wednesday, Oct. 19

- Last day for customers to place orders online for girl-delivered.
- Online sales for direct-ship nuts and magazines ends

Friday, October 28

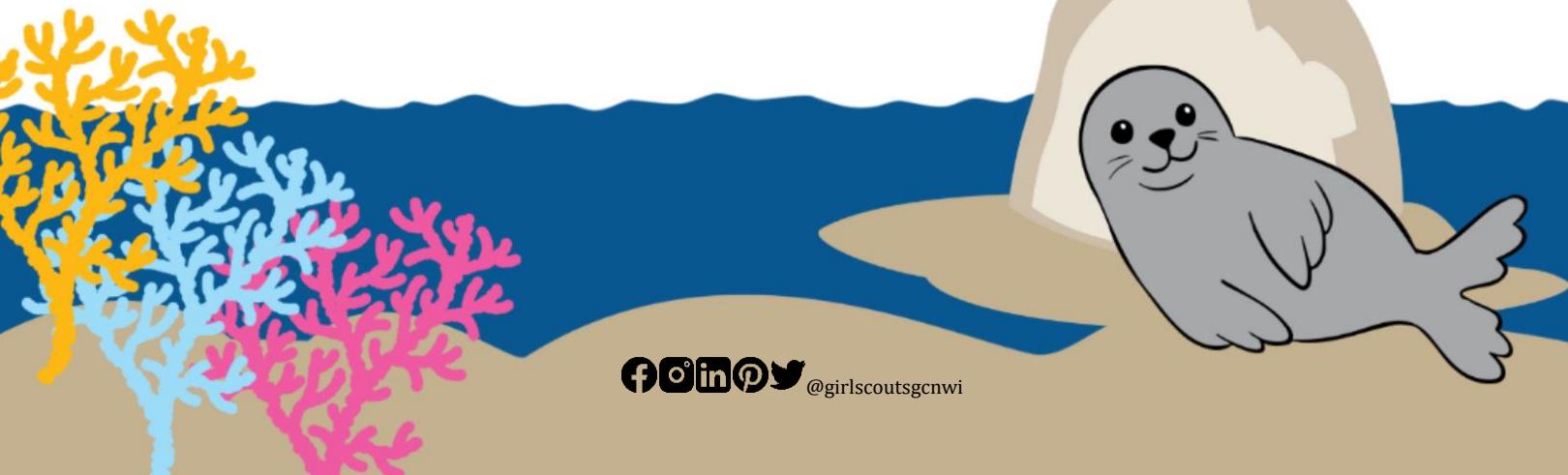
- Council ACH Sweep - 100% of the amount due to council

November 3-6

- Delivery of in-person nut/chocolate items to the Service Unit and parent pick up is scheduled from the troop.

December

- Service Unit Fall Product Manager distributes rewards to the Troop

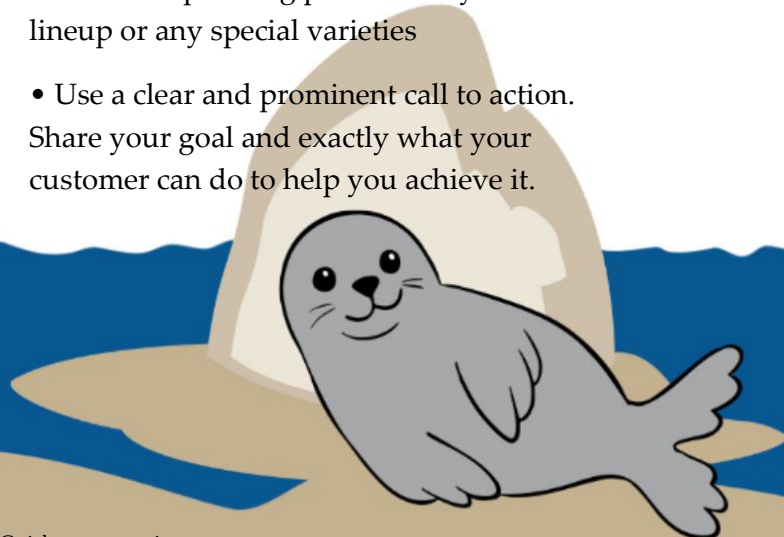
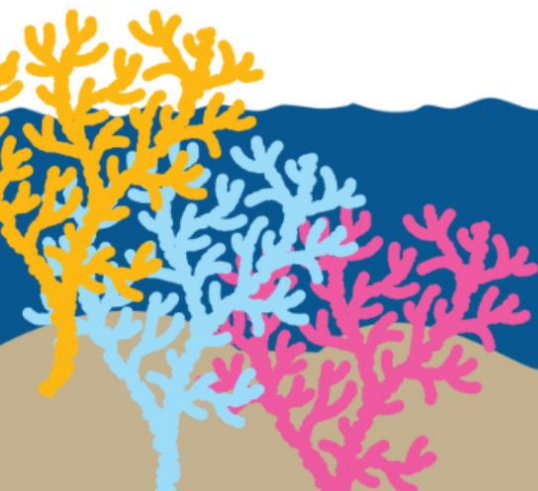


Safety Tips when Using Social Media

- 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 product 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.

Social Media Best Practices

- Be honest. Yes, the Girl Scout Law also applies to your sales technique! From your digital site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about fall product.
- Create a sense of urgency. After all, Girl Scout Fall Product season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different products you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your fall product earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- Highlight special features or products. Share the top-selling products in your lineup or any special varieties
- Use a clear and prominent call to action. Share your goal and exactly what your customer can do to help you achieve it.



Profile Pictures

Key tip: change your social media profile picture and cover photos so your followers can see when Fall Product Program has started. Also, consider adding your Girl Scout avatar for some fun personalization.



Fall Product Program
September 23 - October 19



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Order Today!

Girl Scout Fall Product Program Sept 23 - Oct 19

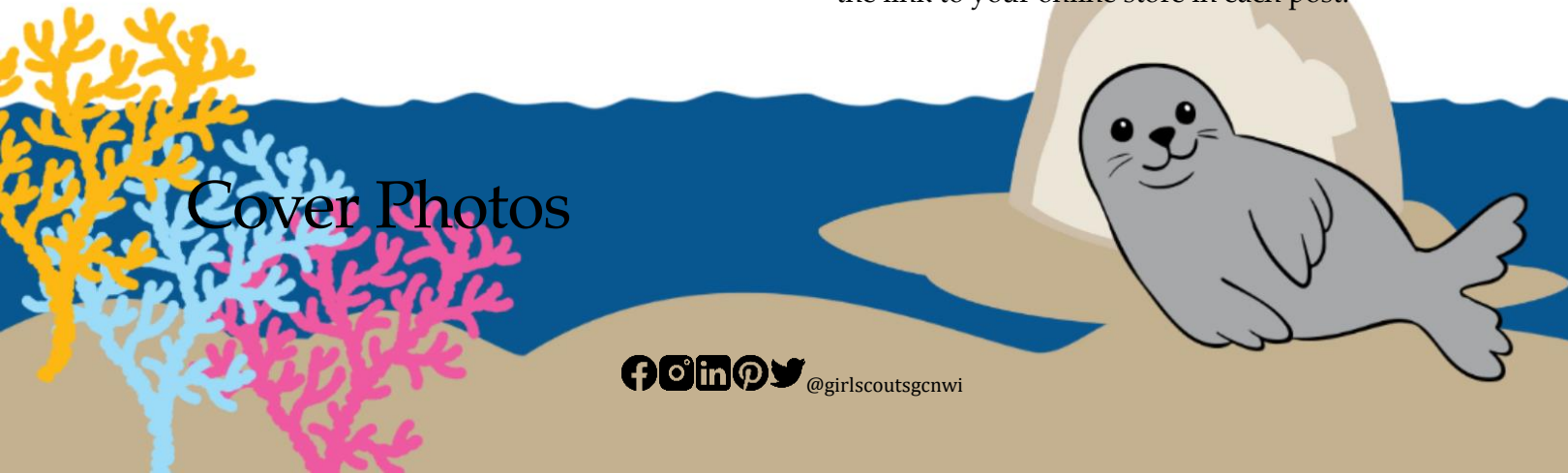


*Use your personalized avatar that looks just like you! *

Go to bit.ly/FP22-social to download profile pictures, cover photos, and virtual backgrounds, and more!

You've got the graphics now you need some text to help your followers learn more about the products and how their support helps your troop. We've provided some text examples below, but feel free to tweak it to how you see best! Also, don't forget to share the link to your online store in each post.

Cover Photos



Social Media Text

Example 1: I'd like to raise ____ this year for my Girl Scout goal. You can help me reach this goal by purchasing nuts, candy, or magazines from this year's Fall Product Program. Your support helps me build my leadership skills and support my troop's next big adventure. Click the link below to browse the online catalog: **(INSERT LINK)**

Thank you,

Girl Scout Fist Name

Example 2: I'm learning how to run my own business through the Girl Scouts Fall Product Program. You can support my troop and me by purchasing cans of nuts, candies, magazine subscriptions and more. Click the link below to get started: **(INSERT LINK)**

Thank you,

Girl Scout Fist Name

Example 3: Want to get ahead on your holiday shopping? Fall products make WONDERFUL holiday gifts! You can find something for everyone in this year's Fall Product Program all while supporting me – you're friendly local Girl Scout. Get your order in before October 19 → **(INSERT LINK)**

Thank you,

Girl Scout Fist Name

#Hashtags

Hashtags are a great way to search for a specific topic on social media. Including a hashtag or two in your post can increase visibility and help you reach your goals.

Here are a few hashtags you can use on Facebook, Instagram and Twitter.

#GirlScouts #GCNWI #GoBrightAhead
#FallProductProgram2022 #Leadership
#Entrepreneur #HolidayGiftIdeas

Questions, Comments, or Concerns?

Contact our Product Program team at 855-456-8347 or

productprogram@girlscoutsgcnwi.org.

