



Leveraging Social Media to Promote the Cookie Sale

Using popular social media platforms to elevate the Cookie Sale is a fantastic way to boost sales! Whether engaging with [ABC Bakers' Facebook page](#), our [Lemonades Facebook](#) and [Twitter](#) profiles, or promoting via your personal handle, it's a great way to reach your key customers. Here are a few tips to keep in mind as you think about creating posts for social media!

Create Compelling Content for Your Social Media Audience

- 1. Highlight Your Troop's Booth Creativity:** Have an amazing group of girls who know how to stand out? Taking pictures of their booth decorating skills is an ideal way to generate excitement from your customers! Stage a fun scene, add some bling, or capitalize on crazy holidays – anything that will make the cookies shine on social media!
- 2. Show Behind-the-Scenes Videos of your Girl Scouts in Action:** Show your cookie lovers what happens behind the sales! Creating short 15-30 second videos of your troops at a rally, gathering their cookies for a sale, or setting their personal and troop goals can provide more incentive for customers to visit your booth and reach out regarding placing a COCODirect order!
- 3. Highlight Cookie-Loving Customers:** Have regular customers crazy for a certain type of ABC Bakers cookie? Take a picture of their favorite cookie and, pending their permission, share a quote about why they love that cookie in the message portion of your post! This can prompt conversation from fans that feel the same way, and encourage people who have not tried that cookie yet to buy a box.

Engage with Other Users

- 1. Tag Away:** Tag your council page, [ABC Bakers](#), neighborhood partners and [Girl Scout Cookies](#) respectively in all images and videos to maximize exposure.
- 2. Stay Notified:** Check notifications daily on all of your social media platforms to find out if customers have contacted you regarding cookie questions, or if they have interacted with any of your posts. If so, write back and show them you care!

Let Us Do the Work for You

- 1.** We offer pre-written tweets at [Smart Cookie U](#) that are designed for use by parents to help build buzz and create demand with their friends and families. Consider printing and distributing these sample tweets at a troop meeting as you kick off the Cookie Sale!
- 2.** Share what is already there! Visit our [ABC Bakers Facebook](#) and [Lemonades cookie Facebook](#) and [Twitter](#) pages for content to share with your cookie-loving customers. If customers like what they see, they will be more inclined to visit your booth!

