Branding You on Digital Cookie
The Digital Cookie platform allows you to build on your door-to-door and booth sales by inviting family and friends to buy cookies online. Setting up your site and applying your brand is simple. Here’s how:

1. Before you create your Digital Cookie site, make sure you understand the rules. Go to GirlScouts.org to review the Girl Scout Digital Cookie Pledge with your parent or guardian and download pamphlets on Internet Safety.

2. Set up your site and make it stand out with your branding:
   • Upload your own photo or brand logo. If you need help with the design of your logo and want to make it look professional, you can find an easy-to-use logo maker at canva.com.
   • Write your cookie story. Make it unique by starting with your business name or theme. Also, be sure to tell customers how you and your troop plan to spend your cookie money.
   • Consider uploading your own video. This is where you can get really creative and achieve really high goals. Try to stick with your brand theme and have fun. Create one video or do a whole series.

3. Share your site with relatives, friends and trusted contacts. Tell your Facebook friends and Twitter and Instagram followers about your page. Again, be sure you are following Girl Scouts of the USA Internet Safety rules. Decorate your pages using the cookie artwork provided on LittleBrownie.com. To inspire your customers to buy by the case, go to the Little Brownie site to find and share Cookie Twists recipe videos.

Branding You on Cookie Club
Cookie Club gives you the opportunity to use email to ask customers to place online orders—and set goals and track your progress. If you’re 12 years old or younger, Cookie Club is perfect for you! You can work with your troop volunteer to customize a colorful eCard that you can send to friends and family.

Not on Digital Cookie or Cookie Club? Contact your local Girl Scout council for more information.

Branding You on Social Media
If you’re 13 years old or older and already have a presence on social media, you may use your social accounts to promote your cookie business, following GSUSA guidelines. Remember, safety is a top priority for technology-based sales.

Here are a few social strategies to get you started:
   • Share your own brand story and cookie-themed posts from GSUSA and Little Brownie.
   • Come up with a unique, creative hashtag and encourage customers to use the hashtag after they make a purchase.
   • Use Instagram Stories to promote a different cookie each week.