

Mags & Munchies Fall Product Program Social Media Toolkit

The 2021 Mags & Munchies program is here! We are excited to bring you more tools than ever to help your troop meet its goals. Last year's online orders surpassed projections as our girls used virtual booth sales and social media posts to keep their sales going, even when the world was closed.

Girl Scouts who share their digital storefronts with social media posts to friends & family can sell 50% more than when using the order card alone. This Social Media Toolkit includes images, example posts, hashtags, and more. It takes the guesswork out of marketing so your troop can fund extraordinary adventures and service projects, purchase badges, uniforms, and so much more!

By participating in the Mags & Munchies Program, Girl Scouts learn the 5 skills that are essential to leadership, to success, and to life:



goal setting



decision-making



money management



people skills



business ethics

We hope this resource helps your Girl Scouts develop their growing business skills, while promoting their hard work and service goals.

Don't forget to take pictures of your Girl Scouts in action! Share your pictures and tag us on [Facebook](#) (Girl Scouts of Suffolk County), [Instagram](#) (@girlscouts_sc), [Twitter](#) (@girlscouts_sc) or [send them to Council](#).

Questions? Email customercare@gssc.us or call (631) 543-6622.

ONLINE MARKETING GUIDANCE

Online marketing and sales efforts for Mags & Munchies should be limited to friends and family only and not promoted on public facing websites.

Girl Scout's store website links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc.) GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Supplemental Safety Tips for Online Marketing:

1. Continue to adhere to the [Girl Scout Internet Safety Pledge](#).
2. Review [Product Program Safety information](#) in Volunteer Essentials.
3. To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms.
4. Always use your M2 online sales link for online customer orders.
5. Parents/Caregivers 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 products alone.
6. Never share your personal information (e.g., last name, phone number, email, or address).
7. Never share your personal location information.

[Access The Social Media Toolkit Folder](#)

SOCIAL MEDIA COVER IMAGES

You can use on Facebook or Twitter. Click images to view & download:



SOCIAL MEDIA POSTS

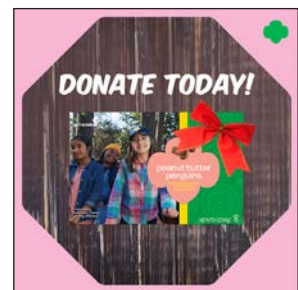
Are you ready to spread the word about the Mags & Munchies Program? Help your followers on social media learn about the yummy treats and magazines available—also remind them exactly how your Girl Scout and her troop benefits from the program.

***Parent/Caregiver Tip: When sharing links to their online store, make sure social accounts are set to “private” to ensure your Girl Scout’s safety.**

Experiment by writing and testing your own! Don’t forget to share the link to your Girl Scout’s store website and use the hashtags #GSSCMagsMunchies #girlscoutsofsuffolkcounty

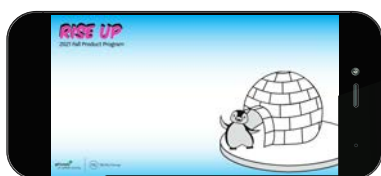
Example Posts: *(Highlighted areas are changeable)*

- ▶ “Girl Scout Mags & Munchies Program has started! This year, you can shop and buy all from the comforts of your home using my online store link. Make sure you try the **new Everything Seasoned Cashews** before the program ends November 17.”
- ▶ “This year my troop is using our Mags & Munchies Program proceeds to support **our favorite Animal Shelter!** Help me reach our goal by purchasing nuts, candy, or magazines. My favorite product is the **Peanut Butter Penguins!**”
- ▶ “Need holiday gifts? Our Girl Scout Troop has you covered! From nuts and candy to magazines, you can find something for everyone. Since it’s the season of giving, consider donating \$7 to our Care to Share Program which supports our community by giving these delicious products to Long Island Cares.”
- ▶ “Support my Girl Scout Troop from the comfort of your home! Your Mags & Munchies purchase will support leadership and service programs for our troop! Make sure to get **a Vintage Girl Scout Camp tin filled with delicious Mint Trefoils** before the sale ends on November 17.”



[See All Available Images](#)

CHECK OUT OUR ZOOM BACKGROUNDS:

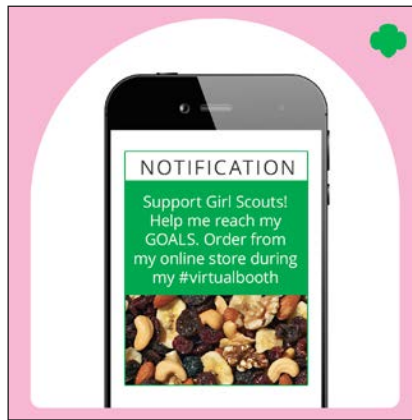


[View & Download Backgrounds](#)



VIRTUAL BOOTHS

You can host a virtual booth sale on social media. This gives girls the opportunity to achieve their sales goals and help others in their community from home. Check out the [Virtual Booth images available](#) to market your event!



IMPORTANT DATES

- ▶ September 20: Initial Sale Begins
- ▶ September 25: [Fall Into Girl Scouts](#) Rally
- ▶ October 17: Initial Sale Ends & Entered into M2
- ▶ October 18: Catch-Up Order Taking Begins
- ▶ October 20: Cupboards Open
- ▶ October 22: Booth Sales Begin
- ▶ October 22-24: National Nut Weekend
- ▶ October 29: Delivery of Products Begins
- ▶ November 5-7: Girl Scout STRONG Weekend
- ▶ November 8: Half of Initial Sale Money Due
- ▶ November 12-14: Girl Scouts Give Back Weekend
- ▶ November 17: Mags & Munchies Sale Ends
- ▶ November 29: Balance of Sale Money Due
- ▶ November 30: Allocate Products to Girls in System

Check out our website for more info, www.gssc.us



SHARE YOUR AVATAR

Girl Scouts who are registered to participate in the online program can customize their store website, collect orders online, and create a customized avatar! Share a side-by-side of you and your avatar and ask your friends and family online how similar they are. By encouraging people to comment on your posts, more people will see it! Be sure to include information on how to order.

▶ Example Post

"Check out my avatar for the Girl Scout Fall Product Program! Do we look like twins? Support me and my troop during the program by purchasing nuts, candy, or magazines."

