

Fall Product Social Toolkit 2022

This document provides a social media toolkit for Girl Scouts and their parents to use on their individual social media platforms, to raise awareness about Girl Scouts and increase Fall Product sales. Even with these tools available to you we encourage the best practice of sharing posts from the Girl Scout- Diamonds Facebook page. A share is the most valuable engagement on Facebook, and engagement is what helps post potentially reach more people.

Use the sample post below with the graphics provided in the digital toolkit to help boost your Fall Product sales! Also, keep a look out for Fall Product posts and special holidays that you can share from the Girl Scouts – Diamonds Facebook page to help promote sales even more!

All Graphics for social media: <https://bit.ly/3CNV2kb>

Fall Product: <http://bit.ly/2cEyToS>

If you have any questions or have ideas for other tools that will help you, please reach out to the communications team at online@girlscoutsdiamonds.org.

Timeline

September 1- November 20: Weekly posts

Important Dates:

September 16 Online and Traditional Sales Begins! Parents receive email with access to M2OS (online storefront site)

October 9 Order Card Sales End! Parents enter in-person sales into M2OS

October 31 Delivery Week

November 14 Online Girl Delivered Sales end

November 15 Product delivery and troop pick-ups begin


November 20 Online Direct Ship Orders End

November 21 All customer orders delivered, money collected and turned into troop

November 28 Fall Product Draft

January 3 Reward deliveries begin

Post Schedule

Post date	Platform	Copy	Graphic
Sept. 1	Facebook	The Fall Product Program is coming soon! Be on the lookout for my store link via email or social media on September 16!	

<p>Sept. 9</p>	<p>Facebook</p>	<p>The Girl Scout Fall Product Program begins soon! You will be able to shop for snacks, chocolates, and magazines on my online store from the comfort of home. Be on the lookout for my store link via email or social media on September 16!</p>	
<p>Sept. 13</p>	<p>Facebook</p>	<p>Get ready to enjoy this year's lineup of nuts, candies and magazines while supporting a go-getting entrepreneur. 3 more days until you can shop my store!</p>	
<p>Sept. 16</p>	<p>Facebook</p>	<p>Today's the day! Make a purchase of nuts, candies or magazines and support my troop's goal of [insert goals]. [Insert your store link here]</p>	

Sept.
28

Facebook

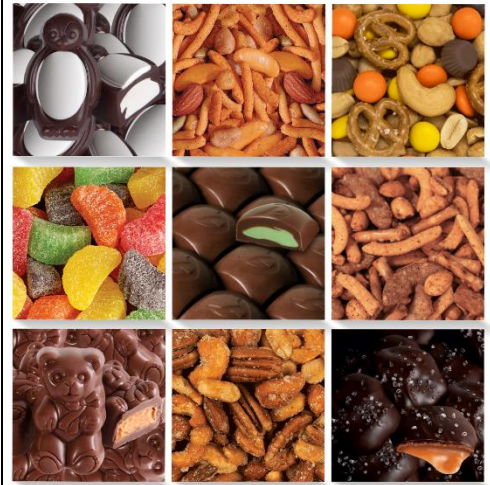
Nat. be a good neighbor day
Give the gift of nuts, candies or magazines to your neighbor! [Insert your store link here]

GO BRIGHT
Aheado

Fall
Product



Magazines



Oct.
5

Facebook

Need holiday gifts? Our Girl Scout troop has you covered! From nuts and candy to magazines, you can find something for everyone! Get your Sweet & Salty Mix online only here! [Insert your store link here]


**National
Do Something Nice
Day**



Oct 28

Facebook

Nat chocolate day! Did you know, Girl Scouts has nine amazing Fall Products covered in chocolate? 🍫📱 Find your favorite! [Insert your store link here]


**NATIONAL
CHOCOLATE
DAY**



Nov 14 Facebook We all know someone who drinks the pickle juice out of the jar. We made these for you. Order Dill Pickle Peanuts today! [Insert your store link here]



Nov. 20 Facebook This is your last chance to get your favorite Fall Products like nuts, candies and magazines! [Insert your store link here]



