

GSEMA Social Media Toolkit

2026 Girl Scouts Cookie Season

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Overview

About the Campaign:	<p>This year’s Cookie Season celebrates the arrival of a new cookie—Exploremores and continues the <i>Unbox the Future</i> campaign, which celebrates what happens when girls dream big and take the lead.</p> <p>Think of this toolkit as your Cookie Season launchpad. We’ve provided captions, graphics, templates, video ideas, and UGC prompts to help you tell more authentic and shareable stories on social. Mix and match assets, adapt captions, and lean into video content to increase high-value engagements (comments and shares).</p>
Target Audience:	Cookie fans and Girl Scout Movement.
Main CTA:	Support your local troop by purchasing cookies online or at a booth.
Graphics:	Please download images from GSEMA DropBox .
Link(s):	<ul style="list-style-type: none"> • Facebook: https://link.girlscouts.org/49I8Blj • Instagram: https://link.girlscouts.org/4p1BOUT • Twitter: https://link.girlscouts.org/49EhhZV • LinkedIn: https://link.girlscouts.org/3JQC4Pw • TikTok: https://link.girlscouts.org/3WGmHMD
Hashtags:	#GirlScoutCookieSeason #GSCookieWeekend
Posting Timeframe:	<ul style="list-style-type: none"> • January 6, 2026: Direct ship troop links go live • February 20-22, 2026: National Girl Scout Cookie Weekend • February 23-March 6, 2026: Last Chance
Guidance	Review the general social media guidance document HERE .
Best Used Before:	To be used through the 2026 Girl Scout Cookie Season. Align with your local cookie season.

Social Media Posts

[This section's images can be found here.](#)

Below are ready-to-go captions you can copy and paste directly into your social media channels, perfect for quick posting when time is tight. Want to make it your own? You can mix and match the below captions and images and edit them as needed. Feel free to personalize further. Every graphic is available in a variety of sizes, and most graphics also come in different color combos.

Season Launch - Cookie Focus

January 6, 2026

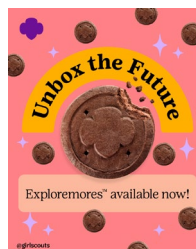
It's official: Girl Scout Cookie Season has entered the chat! 🍪 🍪 🍪 Every box you buy helps power girls' futures. Get your cookies shipped to your door or find a booth near you: {LINK}



Season Launch- Exploremores Focus

January 6, 2026

The cookie drop everyone's talking about. 🍪 🍪 Exploremores is officially here. Grab yours online or at a booth: {LINK}



Season Launch – Girl Focus

Early-mid January 2026

BREAKING: Girl 🍪 Scout 🍪 Cookie 🍪 Season 🍪 is 🍪 officially 🍪 here! 🍪 Every box helps power girls' futures and big dreams. What's the first cookie on your list? Order online or find a booth near you. 🍪 🍪 {LINK}



Evergreen Post - Cookie Focus

January-March 2026

This is your sign to treat yourself! 🍪 Girl Scout Cookie Season is the perfect excuse to stock up on the cookies you love most. Whether it's one box or a full stash, every bite brings a little joy. Find cookies near you or get them delivered right to your doorstep. {LINK}



Evergreen Post - Girl Focus

January-March 2026

Your cookie purchase is so much more than a snack.

♥ Each box supports Girl Scouts as they lead service projects, build lifelong skills, and dream up their goals. It’s a simple way to make a real difference, one bite at a time. {LINK}



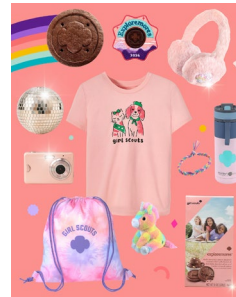
Evergreen Post – Exploremores Aesthetic

January-March 2026

The aesthetic of the season is ✨ Exploremores ✨!

A rocky road ice cream–inspired cookie with chocolate, marshmallow, and toasted almond crème. Order online or find a booth near you:

{LINK} ♥



Valentine’s Day

February 14, 2026

Forget the bouquet and pass the cookies! 🍪 🌹

Valentine’s Day just hits different with Girl Scout Cookies. Find your favorites online or at a booth near you. {LINK}



National Girl Scout Cookie Weekend – Cookie Focus

February 20-22, 2026

It’s officially #GSCookieWeekend and booth season is in full swing 🍪 ✨ Grab your favorites in person and make your snack stash legendary. Order online or find a booth near you to make this weekend extra sweet. {LINK}



National Girl Scout Cookie Weekend – Exploremores Focus

February 20-22, 2026

New cookie energy activated ✨ Exploremores is here for its #GSCookieWeekend debut. Find it at a booth or order online and make it your next favorite. {LINK}

National Girl Scout Cookie Weekend – Girl Focus

February 20-22, 2026

#GSCookieWeekend is a celebration of cookies and the incredible girls behind them! 🍪 Every box sold helps Girl Scouts learn, grow, and turn their dreams into reality. 💜 Order online or find a booth near you. {LINK}



Last Chance – Cookie Focus

January- March 2026

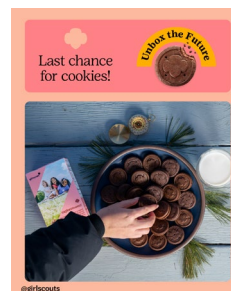
Don't say we didn't warn you. 👁️ Girl Scout Cookie Season is wrapping up. Stock up on your faves online or at a booth while you can! ⏳ {LINK}



Last Chance – Exploremores Focus

January- March 2026

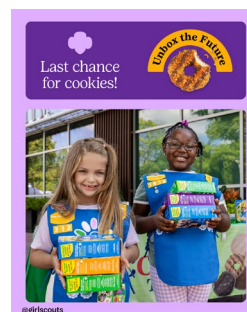
The new cookie drop is almost out of the chat! 🕶️🍪. Get to a booth or order your Exploremores online before the season ends! {LINK}



Last Chance – Girl Focus

January- March 2026

Cookie Season may be ending, but the impact lasts. 🍪 Every box supports girls as they explore, learn, and make a difference in their communities. Order online or find a booth near you. ❤️ {LINK}



Evergreen Post – Shipping Promo/Local Promo

January-March 2026

Knock knock... it's cookies at your door! 🍪📦🚚 Support local Girl Scout troops by ordering your favorite cookies for home delivery. And don't forget our one-of-a-kind offer [enter offer details]. {LINK}



Video Ideas

This section offers easy-to-execute video concepts to help you build and maintain momentum for Girl Scout Cookie Season on social media, especially on video-forward platforms like Instagram Reels, Facebook Stories, and TikTok. No fancy equipment or editing skills needed, just authentic, engaging moments that highlight the impact of Girl Scout Cookie Program. Each idea is designed to be flexible, low-lift, and adaptable for your council's unique voice, girls, and events. Use these prompts for inspiration, spotlight local Girl Scouts, and grow your video presence one story at a time.

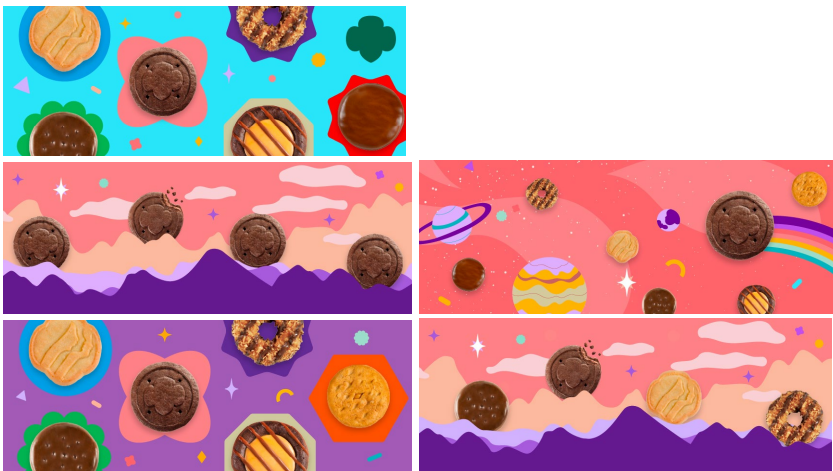
1.	<p>Cookie Countdown</p> <p>CTA: Hype up your community and cookie lovers for a new season.</p> <ul style="list-style-type: none"> • Film short clips of cookie boxes being stacked, arranged, or handed off for delivery or booth set-up. • Use text overlays like “The countdown is on ⏳ 🍪” and “Get your cookie list ready.” Record vertically in natural light. • Add upbeat, trending audio with a quick rhythm. • End with a text CTA: “Order online or find a booth near you.”
2.	<p>Cookie Crew Behind the Scenes</p> <p>CTA: Show the energy and teamwork that make cookie season happen.</p> <ul style="list-style-type: none"> • Film quick clips of volunteers, parents, or staff prepping for a booth, organizing boxes, or loading cars. • Text overlays: “Behind every cookie booth is a cookie crew! 🧑‍🍳 🍪” • Film vertically in natural light (porches, driveways, garages). • Use light instrumental or upbeat audio. • End with a text CTA: “Stock up on your fav cookies at a booth near you!”
3.	<p>Blind Cookie Taste Test</p> <p>CTA: Highlight Girl Scout Cookie knowledge.</p> <ul style="list-style-type: none"> • Film quick reaction clips of people trying cookies (staff, parents, or community members). • Text overlays: “Guess the Cookie!” and the cookie name. • Record vertically with natural light for warm, candid reactions. • Use trending or playful audio for energy. • End with a text CTA: “Order your favs today!”
4.	<p>Booth Feature</p> <p>CTA: Inspire booth creativity and excitement.</p> <ul style="list-style-type: none"> • Film a simple time-lapse or before-and-after clips of a booth being set up. • Text overlays: “Booth glow-up ✨” or “From blank table to cookie central.” • Record outdoors in good lighting. • Use a trending sound with a beat drop for the “reveal.” • End with a text CTA: “Visit a booth near you.”
5.	<p>Cookie Goals in Action</p> <p>CTA: Reinforce the impact of cookie purchases.</p> <ul style="list-style-type: none"> • Film Girl Scouts or council staff talking briefly (or in text overlays) about what cookie proceeds support - travel, community projects, or troop adventures. • Text overlays: “This is what cookies make possible 💜” • Record vertically in natural light or in a meaningful location (camp, meeting space, etc.).

	<ul style="list-style-type: none"> • Add warm or inspiring background music. • End with a text CTA: “Every box powers her future.”
6.	<p>Exploremores Spotlight</p> <p>CTA: Introduce Exploremores in a fun, exciting way.</p> <ul style="list-style-type: none"> • Film close-up clips of the cookie box, someone opening it, or holding a cookie. • Text overlays: “New drop alert 🚨🍪” and “Meet Exploremores™.” • Record vertically, using bright light for a clean aesthetic. • Use trending audio for extra hype. • End with a text CTA: “Order online or find a booth to try it.”
7.	<p>Cookie Delivery Drop</p> <p>CTA: Promote online ordering and delivery.</p> <ul style="list-style-type: none"> • Film a box of cookies arriving on a porch, doorstep, or being handed off with a smile. • Text overlays: “Best delivery ever. 📦🍪” • Record vertically, using good natural light. • Use cheerful or cozy trending audio. • End with a text CTA: “Order Girl Scout Cookies online.”
8.	<p>A Day at the Booth Vlog</p> <p>CTA: Capture real cookie season energy.</p> <ul style="list-style-type: none"> • Film snippets of booth moments — cookies on display, customers walking up, smiles, waving signs. • Text overlays: “A day at the booth 🍪🔮” • Film vertically and use natural light. • Pair with trending audio that fits the vibe. • End with a text CTA: “Find a booth near you.”
9.	<p>Cookie Memories</p> <p>CTA: Encourage people to share their connection to Girl Scout Cookies.</p> <ul style="list-style-type: none"> • Film quick clips of staff, volunteers, or alums sharing one short line: “My favorite cookie memory is...” • Text overlays: “Cookie memories 🧠🍪” • Record vertically in well-lit spaces or outdoors. • Use soft, nostalgic background music. • End with a text CTA: “Share your cookie story in the comments!”
10.	<p>Cookie Season Wrap-Up</p> <p>CTA: Build urgency for last chance moments.</p> <ul style="list-style-type: none"> • Film quick, playful clips of nearly empty boxes, booth tear-downs, or countdown signs. • Text overlays: “Last chance to get your cookies ⏰🍪” • Record vertically in natural light. • Use a fast-tempo or trending countdown audio. • End with a text CTA: “Order online or find a booth before it’s too late!”

Social Covers, Phone, and Virtual Meeting Backgrounds

Support the season by swapping your cover image on Facebook, Twitter (X), and LinkedIn. Pro tip: when you change your cover on Facebook, it automatically posts to your feed, so make sure you don't swap the same day as your major announcements and campaign posts. Use phone and meeting backgrounds to spread excitement internally and on calls with partners and supporters.

1. Social Covers



2. Phone Backgrounds



3. Virtual Meeting Backgrounds

