UNIFY Fall Product Promotion &
Online Marketing Guidelines

Using UNIFY, Girl Scouts in Citrus council have an exciting opportunity to extend their product sales to friends and family nationwide with products for shipment and military donations only, while learning the particulars of online selling, e-commerce management and digital promotion. Similar to the traditional selling method, UNIFY continues to be a girl-led program in which girls make the sales and oversee all aspects of the transaction with adult supervision. Now, selling to a far-away relative or family friend is as easy as sending them a girl’s unique UNIFY Fall Product URL! To ensure UNIFY Fall Product sales remain in the hands of the girls, and to protect the girls from potentially dangerous situations, we’ve outlined the following tips and tricks to implement on both the troop and individual level.

Marketing as an Individual Seller

Girls should:

- Use UNIFY to enhance their Girl Scout Fall Product Program experience by combining this method with in-person sales for an optimal learning experience.
- Create compelling digital content communicating the significance of why she is selling products with text, images, videos, and graphics.
- Curate an online customer base of personal friends/family.
- Post messaging (i.e. social media or email) from a private guardian controlled account that includes a product pitch and unique URL for product-purchasing; details must be provided in a private message/page for those the girl or her parents know personally and cannot be forwarded or shared beyond the designated group (i.e. a closed Facebook group).
- Share posts on private guardian controlled social media accounts that generally highlight the Fall Product program, Five Skills and/or their Girl Scout experiences, as long as the information does not disclose any location or contact information.
- The Girl Scout Fall Product Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.

Girls should not:

- Post/share information or ask for product sales though any public-facing digital channels such as online pages, social media, or a public product page with a unique URL, etc. This safety precaution prevents third parties from soliciting product sales.
- Use public-facing digital ads, marketplace programs/groups, community groups, or boosted posts to promote their product sales. (i.e. FB groups, ebay, Swip Swap, Craigslist)
- Friends and family of a girl participating in the Fall Product program must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).

Marketing as a Troop

Troops should:

- Use UNIFY to teach girls about e-commerce, web design, social media best practices in a fun, exciting way!
- Work together to create troop and individual promotional materials to equally market Fall Product as a group as well as on each girl’s personal product site following Girl Scouts’ individual seller parameters.
- Ensure troop-focused Fall Product programs promotional content is shared on social channels as long as:
  - General details about the Fall Product program, Five Skills and/or the troop’s Girl Scout experiences are highlighted without disclosing any location or contact information.
  - Direct customers to Girl Scouts of Citrus booth finder (www.citrus-gs.org) as an alternative call to action.

Troops should not:

- Post content with direct links to troop members’ personal UNIFY product sites.
- Post content including direct contact details (i.e. phone number, address and/or email) as important safety precaution.
- Post/share information or ask for product sales though any public-facing digital channels such as online pages, social media, or a public UNIFY page with a unique URL, etc. This safety precaution prevents third parties from soliciting product sales.
- Use public-facing digital ads, marketplace programs/groups, community groups, or boosted posts to promote their product sales. (i.e. FB groups, ebay, Swip Swap, Craigslist)
- Friends and family of girls in troops participating in the Fall Product program must not market or share a troop’s contact information, sales links, or sales information on public-facing online sites. They also should not share their sales links with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).

NOTE: Public-facing digital channels and social media accounts include those in which the public can follow, post or interact with anyone within that channel without special permissions. Private accounts denote those in which messaging is only seen by a closed group of personal friends and family. **Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.**

Questions or concerns? Please refer to the GSUSA Safety Activity Checkpoints document.