



Girl Scout Cookie Season

Cookie Seller Virtual Toolkit

girl scouts 
of western washington

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Welcome to the 2022 Girl Scout Cookie Season!

After a long-distance year, we're excited to welcome you back to the booths! Many of our members will be experiencing a traditional in-person Cookie Season for the first time this year, in addition to their online Digital Cookie Storefronts. With these two platforms in mind, we have created this Virtual Toolkit to help your Girl Scout Cookie Seller achieve their goals.

Explore this interactive PDF to find fun, fresh, and exciting graphics for you and your family to use in a variety of applications. We encourage the use of social media to promote your Girl Scout's Digital Cookie Storefront, as well as in-person posters, fliers, and handouts to advertise your booth.

Be sure to follow us on all social media platforms! And don't forget to share your 2022 Cookie Season with us by tagging us **@GirlScoutsWW** in your social media posts!



Jump to Social Media Assets

In a hurry? Download or access all available assets for the 2022 Cookie Toolkit without spending time on the fine print.

BUT! Read on for an overview of all graphics, as well as helpful tutorials and extra resources for customizable assets.

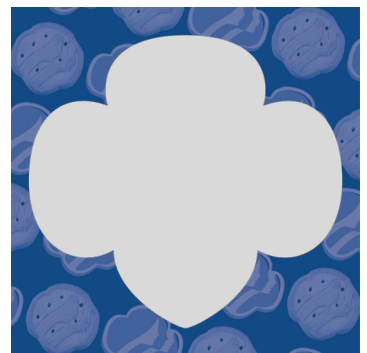
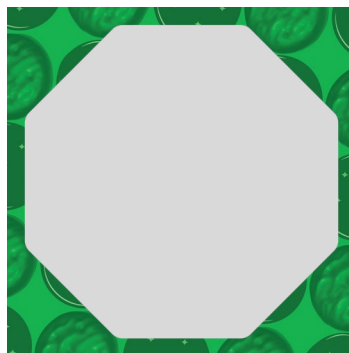
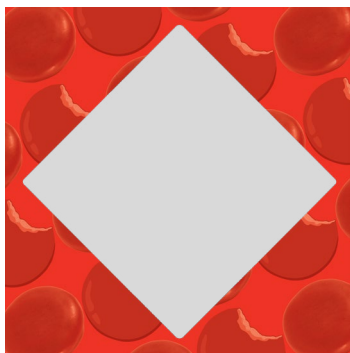
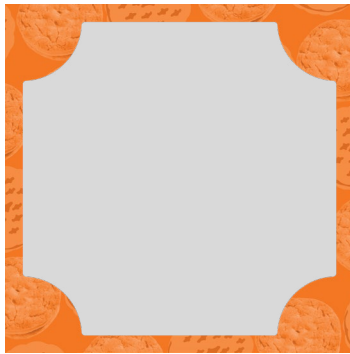
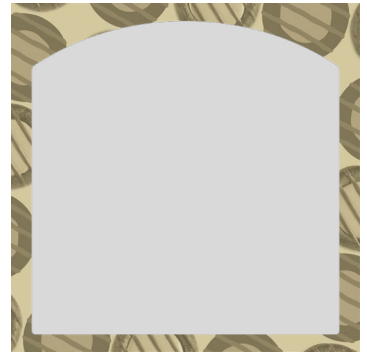


Downloads

Templates

Password: VirtualCookies2022





Profile Frames

Created for Instagram, Twitter, and Facebook, these transparent frames are designed to add Girl Scout flavor to your profile pictures.



Profile Banners

Password: VirtualCookies2022

Twitter Cover Photo (1500 × 500 px):



LinkedIn Cover Photo (1128 × 191 px):



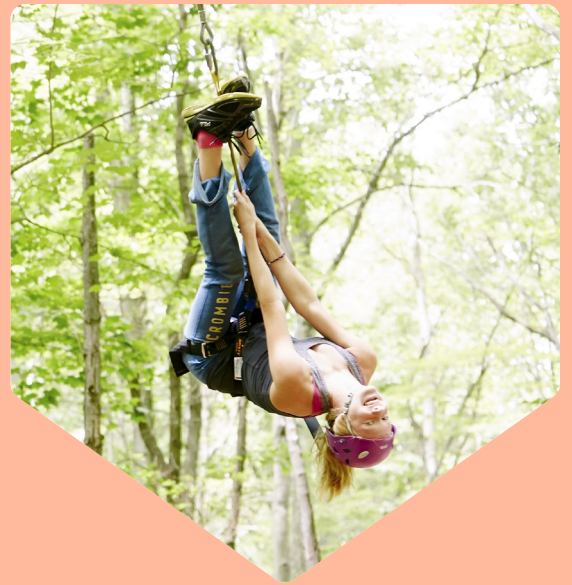
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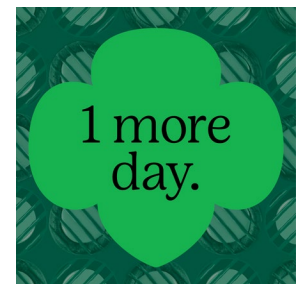
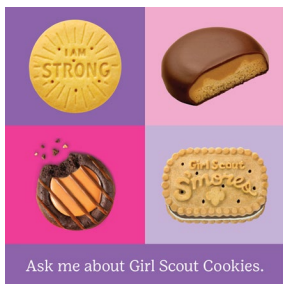
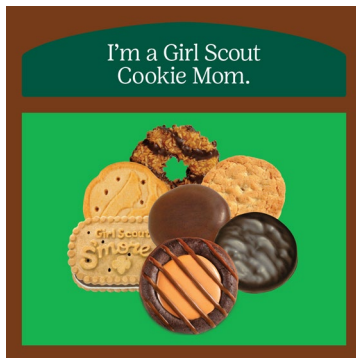
Feed Graphics

You can use these graphics as profile pictures, or as in-grid images on Facebook and Instagram to advertise your Booth or Digital Cookie Storefront.

girl scouts 
of western washington



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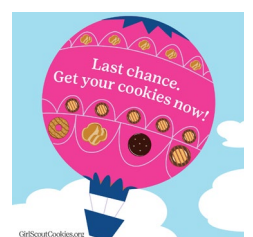


Password: VirtualCookies2022



Posts to Share

These are examples of graphics the @GirlScoutsWW Instagram and Facebook accounts will be posting during Cookie Season. **Please like and share these posts to your troop's or Girl Scout's story or account from the @GirlScoutsWW accounts.**



Stories Templates



With the addition of the “Link” sticker, Instagram enabled link sharing in Stories for everyone. This is a fantastic tool for Digital Cookie Storefronts!



To use the Link Sticker, open the Sticker Menu.

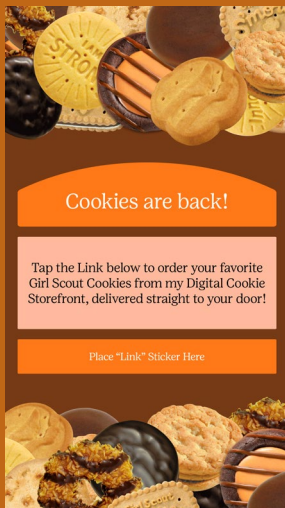
Look for this Sticker:



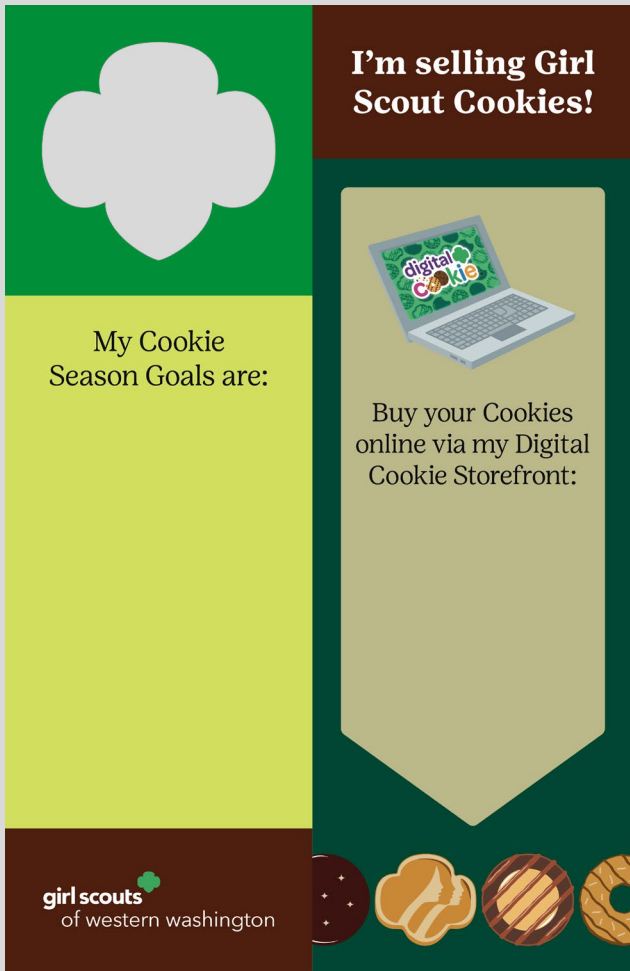
Tap it to bring up the URL menu and paste your link. Don't forget to customize your sticker text to say something like “*Get Cookies Now!*” or “*Order Girl Scout Cookies*”— something that encourages action on the viewer's part.

Remember to include the link to your Digital Cookie Storefront in your Instagram Bio!

Password:
VirtualCookies2022



Digital Posters



Images Only
not editable

Canva Templates
editable

8.5 × 11" (Letter):

11 × 17" (Tabloid):

18 × 24" (Poster):

Each design comes in three common sizes:

- 8.5 × 11" (Letter)
- 11 × 17" (Tabloid)
- 18 × 24" (Poster)

Each design features a blank space for the link to your Girl Scout's Digital Cookie Storefront (or, if you prefer, a QR Code), a photo, and your cookie goals!

Jump to Canva Tutorials

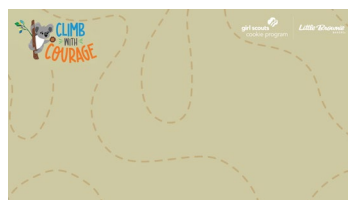
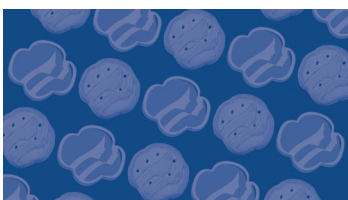
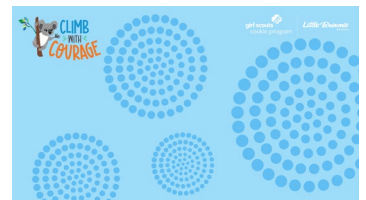
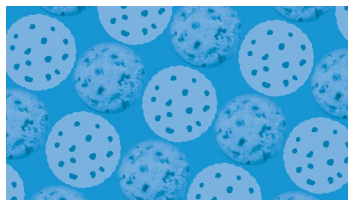
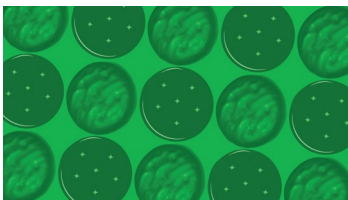
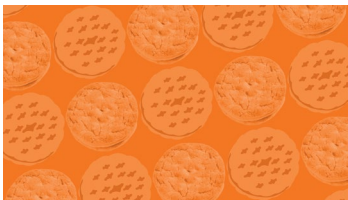
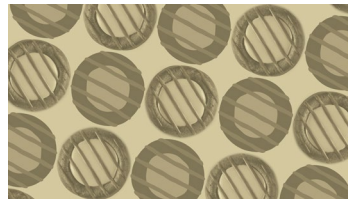
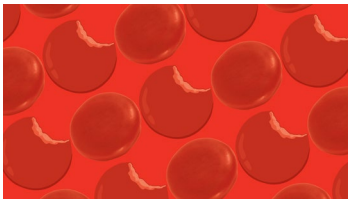
Tutorials



Virtual Backgrounds

Up your cookie selling game by using these custom virtual backgrounds on your future video calls!

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Tutorials

Feeling a little tentative attempting a template? We linked tutorials for that! We've also linked a library of brand-new resources, including new cookie illustrations and photography, approved colors, and the very typeface you're reading right now. We look forward to seeing what you'll create for your booths this year!

Resources



Sharepoint Password:
VirtualCookies2022



Contact the Council



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