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**Social Toolkit for GSCSNJ 2020 Fall Virtual Troop**

The below sample messaging is organized by social media platforms (Facebook, Instagram, and Twitter) and by various audiences (your following and local community Facebook groups). These messages should be used along with the graphics provided by GSCSNJ. All posts should include the link [**gscsnj.org/virtualtroop**](file:///C:\Users\wendy\Desktop\gscsnj.org\virtualtroop). Here, non-members read more, request more information, and learn how to join the troop.

**Recommended hashtags include:**   
#gscsnj | #gsvirtualtroop | #njgirlscouts | #gssisterhood

*If you have any questions, reach out to* [*recruitment@gscsnj.org*](mailto:recruitment@gscsnj.org)****

**FACEBOOK & INSTAGRAM:**

**Local Community Facebook Pages**

Hello! I’m a Girl Scout [GS role (ex. troop leader, volunteer, parent)] in [Town], NJ. We have a great Virtual Troop opportunity that meets on Thursdays and is open to girls new to Girl Scouts in grades K-12. Earn badges, develop leadership skills, and become a part of the Girl Scout sisterhood! Get more information and join at gscsnj.org/virtualtroop

**Your Personal Following/Friends:**

As many of you know, I’m a proud Girl Scout [GS role (ex. troop leader, volunteer, parent)]. I’m excited to share that my council has decided to run additional K-12 Virtual Troops for all new girls to try. Girls earn badges, develop leadership skills, and become a part of the Girl Scout sisterhood! Learn more and join at gscsnj.org/virtualtroop

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**TWITTER:**

It’s the perfect time to try Girl Scouts! My council is running K-12 Virtual Troops that deliver the Girl Scout experience to new girls from the comfort of their homes! Learn more and join at gscsnj.org/virtualtroop #gscsnj #gsvirtualtroop #gssisterhood

**If anyone asks for more information, direct them to our website!**

@gscsnj has an info request form that you can fill out at gscsnj.org/virtualtroop! Complete it and a local Girl Scout specialist will be able to reach out to you and answer any questions you have about getting your girl started.