****

**Social Toolkit for GSCSNJ 2020 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:///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. Try Girls Scouts this Summer for only $40. A Virtual Troop will meet on Wednesdays and is open to new 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 created a K-12 Virtual Troop for all new girls to try this summer for only $40. Girls earn badges, develop leadership skills, and become a part of the Girl Scout sisterhood! Learn more and join at gscsnj.org/virtualtroop

****

**TWITTER:**

It’s the perfect time to try Girl Scouts! This summer, our K-12 Virtual Troop delivers the complete Girl Scout experience to new girls for only $40. 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.