Cookie Digital Toolkit

So you’ve picked up your cookies and you’ve crafted and memorized your amazing sales pitch that nobody can say “no, thanks” to. But, how do you get the word out? You got it – social media. These platforms are already a great way to get connected with your friends and peers in general so why not use it to let everyone know that you have delicious cookies available?

Before uploading your post, think about the time of day you usually go online and check social. Likely, that’s also when others are checking their newsfeeds too. Usually, these times are early in the morning between 7-9am for those who check their phones right when they wake up or during their commute and 5-7pm for those who are checking social after school/work and around dinner time.

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| --- | --- | --- | --- |
|  | Facebook | Instagram | Image |
| Cover photo | N/A | N/A |  |
| Post | It’s that time of the year again – chocolatey mints are now in season. Message me or comment and I’ll make sure you’ll get your fill! | It’s that time of the year again – chocolatey mints are now in season! DM or comment and I’ll make sure you’ll get your fill.  | GIF |
| Post | Chocolatey mints happening right now. Message me for a box!  | Chocolatey mints happening right now. Slide into my DMs to get a box! |  |