

## Using Social Media as a PR Tool

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**Create conversations.** Social media can be part of a larger media relations effort. Every cookie season, West Coast area commissioner Diamond Isinger personally delivers cookies to local TV and radio stations, then follows up on Twitter with a tweet like this:



This strategy creates conversations online about Girl Guide cookie selling events in the area.

Similarly, every cookie season, the National Office pitches radio stations with a request to mention Cookie Days on air and then follows up on social media to help spread the word further. In the example below, Flow 93.5 tweeted about Cookie Days in addition to an on-air mention and National Office responded with a thank-you and more useful information:



**Listen in, then jump in.** Take advantage of unexpected opportunities to interact on social media with the local media or other community members. For example, if you notice someone in your area has posted or tweeted about Girl Guides, be sure to respond! Retweet, reply with a

thank you for their support, or post a witty, positive comment on their Facebook or Instagram post. If you have an event coming up, invite them.

In this example, Ms. Isinger responds to a community member's tweet, taking the opportunity to tell her more about Girl Guides:



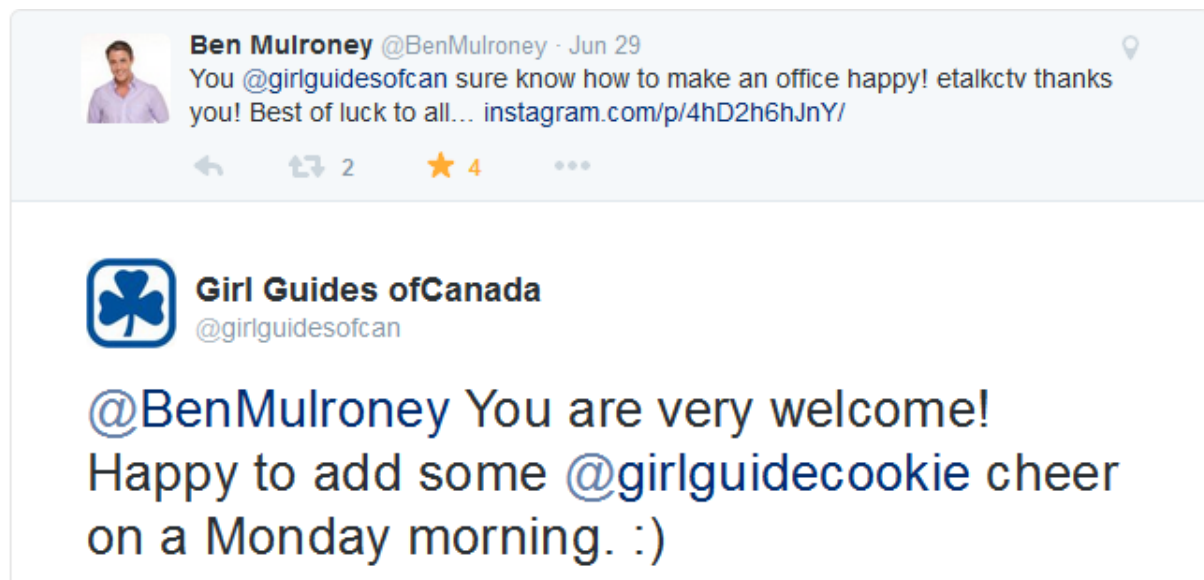
We also have examples from the National Office. One day, the Marketing team noticed that Ben Mulroney, the anchor of the entertainment show etalkCTV, had posted on Twitter about his weakness for Girl Guide cookies.



The Marketing team replied with a photo of a cookie box and a promise to send some cookies to the studio, and they sent the cookies off.



Ben Mulroney tweeted a thank you and a photo of the cookies to his more than 50,000 Twitter followers. The publicity and the cordial relationship established were well worth the effort.





Another opportunity came up when Erin Davis, host of the radio show Erin & Mike in the Mornings on 98.1 CHFI, tweeted about disliking chocolatey mint Girl Guide cookies. The Marketing department tweeted back with a promise to send a box of the classic cookies and received a public thank you from Erin on Twitter.

 **Erin Davis CHFI** @CHFIERin · Mar 9  
That moment when you find a box of Girl Guide cookies stashed in a drawer. YAY!...until you realize they're Mint Thins. Just barf.

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 **Girl Guides ofCanada** @girlguidesofcan · Mar 9  
@CHFIERin What if we sent you & @chficooper a box of Classic @GirlGuideCookie? Would that be a YAY moment? Check your mail tomorrow. :)

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 **Erin Davis CHFI** @CHFIERin · Mar 9  
.@girlguidesofcan You guys are the best! @981CHFI we buy cookies from Exec Asst Allegra who's big into the program. Keep up the GREAT work.

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 **Girl Guides ofCanada** @girlguidesofcan · Mar 10  
@CHFIERin @981CHFI Thank you for the kind words and for supporting #GirlGreatness!

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