

# Social Media

For many families, the decision to join your pack will happen online. That's where our potential scouts and their parents spend a lot of time. More than 75% of people in the US use social media – Facebook, Twitter, Pinterest, Instagram, etc. Social media can help you with recruiting, retention, fundraising and communication.

Set up your Unit's Facebook page with 2 simple steps!

1. After logging in to your personal account, go to [facebook.com/pages/create](https://facebook.com/pages/create) and select Community and Youth Organization
2. Follow the instructions to create a Public Fan Page

***If you have an existing Facebook page that was set up differently, please email your District Membership Chair to ensure you are not in violation of youth protection policies.***

Follow these DOs and DON'Ts for your Social Media Campaign:

- ✓ DO create multiple administrators and maintain 2 deep leadership online (no private messages to youth!)
- ✓ DO post consistently, ideally at least once a week but no more than twice a day
- ✓ DO encourage interactivity through photo contests, opinion polls, trivia questions, etc.
- ✓ DO consider having a dedicated volunteer to monitor your page frequently and promptly reply to any inquiries or ensure all posts conform to the Scout Oath and Law
- ✗ DON'T post last names of youth members or any identifying information such as birthdates, addresses or contact info
- ✗ DON'T create a page that sits dormant giving prospective scouts the idea that your Unit is not active
- ✗ DON'T forget to complete the About section with relevant info prospective parents are looking for including the dates & times of your meetings and contact info for your New Member Coordinator
- ✗ DON'T allow private groups that cannot be monitored appropriately

## BEST PRACTICES

- Posts containing pictures or video get 39% more interaction, than simple text posts!
- Utilize hash tags such as #ScoutMeIn, #ScoutsBSA, #BeAScout, #CubScout
- Tag other Facebook Pages such as your School, PTA, your Scouting District and/or the Mid-America Council. (ex. @BSAMAC for the Mid-America Council)

More how-to's and best practices can be at <https://scoutingwire.org/social-media-guidelines/>.

Be sure to use Scouts BSA social media images and videos from the [BSA Brand Center](#), which have been tailored to social platforms, and direct people to [BeAScout.org](https://BeAScout.org) so they can learn more or join!