

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 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 so they can learn more or join!