

Roundtable Hot Topic

Creating Social Media Presence for Your Unit

A unit social media page can be great for sharing meeting information with your families, posting about recruitment events you're hosting, and even sharing the accomplishments of your Scouts. It can also be one of your best recruiting tools as families share their adventures, and other families can see what they're missing!

What type of content should you post on your unit's social media pages?

Advancement Updates - Help celebrate your Scouts by sharing advancement updates with your followers.

Unit Meeting Agendas - Let Scouts, their families, and your committee know what to expect at their next meeting.

Recruitment Events - Share with your followers how families in your area can get involved in Scouting.

Service Opportunities - Whether it's an Eagle Scout project or Cub Scout service project, Scouts are always looking for opportunities to serve their communities.

Scouting Successes - You don't have to save the celebration for just advancement. Let your followers know about successes your Scouts have had in and out of your unit.



Tips:

Take a light-hearted tone and ensure messages are upbeat and positive.

Share good news stories, great photos from an event or a quick reminder about an upcoming event to keep the energy and interaction high.

Keep it Short. Folks scroll through social media, and studies show that anything over 80 characters starts losing engagement. If you're the admin, you can view engagement numbers on your own page to see what is working and what is just scrolling by in the wind.

Don't forget about Youth Protection/Internet Safety:

To help ensure that all communication on social media channels are positive and safe, it is important to follow Youth Protection and the BSA's Safe Scouting social media guidelines.

Take a look at the attached links for more details. See you online!

Resources:

<https://scoutingwire.org/social-media-guidelines/>

<https://scouting.webdamdb.com/bp/#/folder/4731613/83507797>