



Becoming a GSLAC Ambassador

As a GSLAC scout leader, no one is better equipped than YOU to showcase what it's like to be involved in scouting. Becoming a GSLAC ambassador will give you the opportunity to share your experience with your followers and friends, helping to spread the word about scouting and its many benefits. Being an ambassador helps build the GSLAC community!



How to Get Involved



Get active on social media

Chances are you already have an Instagram, Facebook or Twitter account. If you don't, here are some tips on choosing which social media accounts to use.

- **Instagram:** great for sharing photos and short videos
- **Facebook:** the ideal spot to connect with your friends and family
- **Twitter:** perfect for sharing your thoughts, opinions and connecting with people and things that matter to you



Follow @stlbsa and engage

The GSLAC social media channels are full of fun and helpful content related to scouting. Make sure to follow our pages and "like" our content. Think something is especially interesting? Leave a comment on the post and share your thoughts.



Share your own scouting moments

Being an ambassador is all about sharing your experience with your followers and friends. Snap photos and videos of your scouting adventures and post them on your feed. Follow these steps to make sure we see your content:

- **Instagram:** tag @stlbsa in the photo/video, include the hashtags #ICanDoThat #BoyScoutsofAmerica
 - **Facebook:** when posting to your Scout Unit's social media page, tag @stlbsa in the post caption (you will know you tagged us correctly when the name pops up in blue)
 - **Twitter:** tag @stlbsa in the post caption, include the hashtags #ICanDoThat #BoyScoutsofAmerica
- people and things that matter to you



Post Ideas

People love to see real moments on social media. Show off your troops successes and challenges.

- Share group photos of your troop.
- Focus on activities and candid moments, we want to see your troop in action!
- Highlight what your troop loves about scouting.