

## Social Media

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Every Pack has a Parents that lives on Social Media.... 😊 Appoint a Social Media expert who can create and promote joining events and share them with relevant groups.

### What You're Going To Need:

- Pack e-mail address
- Pack Facebook Account / Twitter / Instagram (Your choice, we recommend Facebook)
- Social Media Volunteer(s)

### How You're Going To Organize This:

Have your Pack Social Media Volunteer create a Pack Facebook page, if one does not already exist – appoint several trusted volunteers to be listed as “admins”.

**Additional Online Fall Recruitment Resources including Videos, Photos, Memes, and other sharable online content can be found at:**

[www.senecawaterways.org/membership](http://www.senecawaterways.org/membership)

Network with relevant local pages, by posting regularly to them, and “liking” them (ex. School Districts, associations, recreation departments, etc...)

Create an online event which corresponds to your Pack's Joining Event and invite current families to share the announcement on their Facebook walls. For the next two weeks preceding the Joining Event, make regular Posts about your Pack's activities and other Scout related blog posts (blog.scoutingmagazine.org or the Seneca Waterways Council Page are good resources). Use attendance list from the event to follow-up with adults who did not attend the physical Joining Event who had answered “maybe” or “yes” online.

With all things social media, please make sure your Pack is following the BSA Social Media Guidelines Which, can be Downloaded at:

<http://www.scouting.org/Home/Marketing/Resources/SocialMedia.aspx>

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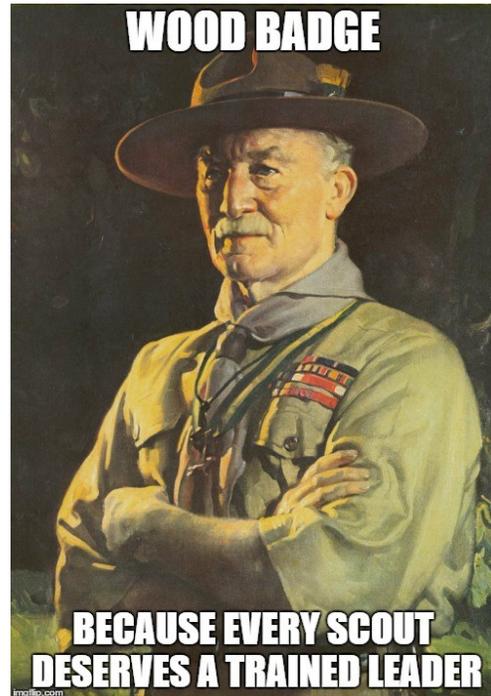
[www.wfbsa.org](http://www.wfbsa.org)

[www.beascout.org](http://www.beascout.org)



## Some of the methods of posting to Social Media.

Memes, We will have a library of Scouting Meme's available to share online with you Facebook, Twitter or Pinterest accounts. What is a Meme?—a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users.



**Video Clips & Links** - There will be video links and clips available to share. These are good to post and have families share them on their personal wall. Sharing a message of activity that scouts participate in.

**Create an Event** - make sure you create a joining night event on your social media page to promote your Pack Joining night, and keep posting updates on attendees, time, photos, activities. The more exposure to your event, the better attendance.

**Sharing from other BSA sites** - Make sure you follow and share things from ScoutWire, Scouting Newsroom, the Chief's Blog, Scouting Magazine, Boys Life Magazine, Cub Hub and Seneca Waterways Council Pages/sites.