



Recruiting Strategies for a Digital World

❖ WHY IT MATTERS

In today's society, digital media is one of the best ways to reach out to families to share the exciting world of Cub Scouting. The following information will guide your unit through the steps to create a *dynamic digital presence* to showcase all your unit has to offer new Scouts.

This year as you prepare to recruit new Scouts, consider how to utilize social media and other digital resources to safely promote your Pack and welcome new families.



❖ DIGITAL MEDIA RESOURCES & SAFETY

[BSA Social Media Guidelines](#)

As always, the safety of our Scouts, volunteers, and communities is always top priority. Please review this document carefully as you explore the many ways to share your unit adventures on social media. Particular attention should be paid regarding:

- **Social Media and Youth Protection**
- **Internet Safety Guidelines**
- **General Considerations for Leaders in Social Media Use**

[BSA Social Media Playbook](#)

Shares great types and details for multiple platforms, including: Facebook, Twitter, Pinterest and Blogging

[Growing Your Social Community and Recruiting New Scouts](#)

Offers an in-depth look into how to successfully use Instagram for recruiting new Scouts.

COMPLETE UNIT PIN DATA FOR BEASCOUT.ORG

Your digital marketing plan starts with [BeAScout.org](https://www.beascout.org). Today's parents want and expect to learn more about the BSA through simple, easy to use web resources. [BeAScout.org](https://www.beascout.org) is that website. It is the first thing many prospective Scouting families see about the BSA and it tells them **What** Scouting is, **Why** Scouting is a good fit for many families and **Where** they can find a unit near them.

The Unit Key 3 (Cubmaster/Scoutmaster/Crew Advisor/Skipper, Committee Chair or Chartered Organization Rep) can log into [My.Scouting.org](https://www.myscouting.org) to update the unit pin.

- ⇒ Select **Menu** (top left tool bar) - Click on your **Unit** in the drop-down menu
- ⇒ In the drop-down menu, go to **Organization Manager**
- ⇒ Click on **Unit Pin**

Under Unit Information:

- Turn On: Appear on BeAScout
- Turn On: Allow People to Apply Online
- Enter: Contact Person—Telephone—Email Address
- Enter: Unit Website
- Enter: Additional Unit Information
- * Such as days and times of den meetings or special areas of interest to the unit

Under Unit Pin Preview:

Review the information listed in the preview window for any mistakes. If anything needs to be changed, please indicate the changes under Unit Information.

Verify **Fields to Display on Unit Pin:**

Each field that is blue with a check mark will populate in the unit pin located in [BeAScout.org](https://www.beascout.org).



Under Unit Meeting Address:

Enter the full street address, city, state and zip code where the unit typically holds meetings.

WHAT MAKES A GREAT UNIT PIN?

1. **Current Information:** Units should revisit their unit pin to update information throughout the school year to ensure the most current data is available for prospective families
2. **Understanding [Invitation Manager](https://www.beascout.org):**
[BeAScout.org](https://www.beascout.org) gives families the chance to contact a local unit with requests for additional information and to ask questions about unit events. [Invitation Manager](https://www.myscouting.org) in [My.Scouting.org](https://www.myscouting.org) is where unit leaders can view these requests for information, reply directly to the family and share information about how to register with the unit.
 Responding to these inquiries from new families in a timely manner is one of the most important first steps to welcoming a new family to your unit.
3. **Understanding [Application Manager](https://www.beascout.org):**
[BeAScout.org](https://www.beascout.org) gives families the chance to apply online to join a local unit. Their application **MUST** be reviewed and electronically approved by the unit before the registration is considered completed. Please note that all online applications must be paid by a debit or credit card. Any applications not approved by the unit within 30 days are automatically refunded and the application is closed.

Visit www.scouting.org/resources/online-registration for training videos.

[Click here for a full guide with step-by-step instructions to use Application Manager tools.](#)

PINNING YOUR UNIT ON GOOGLE MAPS

Google Maps allows you to drop a pin for your unit meeting location that is accessible by all internet users. This online tool allows you to list the exact location and address of your unit on the map, thereby helping families get the right directions for your unit meeting location.



Google Maps

DROP A PIN ON THE BROWSER

Dropping a pin on the web version of [Google Maps](#) is pretty easy. You can even drop pins with sayings to give your customers more information about your location.

1. First, launch a web browser and search for [Google Maps](#). If possible, use the [Google Chrome browser](#) as it is most compatible with Google Maps.
2. Next, narrow down the location of the pin by typing a search term in the search bar on [Google Maps](#). This helps to pinpoint the general area where you will drop the pin.
3. Use the cursor and the zoom function to narrow down even further. The cursor on the [Google Maps](#) display looks like a small hand that balls up into a fist when you click and hold to drag the map around. You can also zoom in and out using the zoom tool by sliding it up to zoom in and down to zoom out.
4. Finally, right-click on the specific spot where you would like to drop your pin. From the list of options, select “directions from here” or “directions to here”, depending on what you’re dropping the pin for. You will see a little green pin on the spot where you right-clicked. Click on it to save it to your [Google Maps](#) account.

DROP A PIN ON MOBILE

1. Tap the [Google Maps](#) icon on your iPhone or Android to open the application.
2. Type in a search term in the search bar to narrow down the location.
3. You can pan the map around by swiping the screen and zoom in and out by making a pinching gesture on the screen.
4. Once you find a location where you would like to drop a pin, tap it and hold it to drop a pin there. You can now tap the pin to find directions to and from that location.

What is it?

Show families where and when you meet on a medium they are familiar with.

How it can be effective?

Let people know where you meet in relation to where they may live.

Ideas for posts:

Links to relevant information