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 we prepare for recruiting new scouts to join your unit, we are all faced with the need to adjust to the ever-changing Coronavirus pandemic. As a Scouting community we must all uphold our promise to help our communities in this time of great need and most importantly to offer Scouting opportunities in the safest manner possible.

This recruiting season will look very different than in years past. In-person, large Join Scouting events may not be possible in your local community. Which means we all need to think outside of the box and find new ways to reach out to new families. One of the safest ways to do that is by increasing our digital presence. The contents of this handbook are here to help your unit identify new ways to increase the digital presence of your unit.

As always, the safety of our Scouts, volunteers, and communities is always top priority. The steps we are taking reinforce the many ways – big and small – that Scouting empowers character and leadership today and for generations to come.

Digital Media Resources and Safety

BSA Social Media Guidelines
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.

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Complete Unit Pin Data for BeAScout.org

Your digital marketing plan starts with BeAScout.org. Today's parents want and expect to learn more about the BSA through simple, easy to use web resources. 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 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.

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:**

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 in My.Scouting.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:**

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.
Creating a Facebook Profile for Your Unit

**Step 1: Sign Up**

Visit: [www.facebook.com/pages/create](http://www.facebook.com/pages/create)

Select the type of page you want to create: business/brand or community/public figure. In this post, we'll assume you're creating a page for a **community/public figure**, so click the **Get Started** button for that option.

**Step 2: Enter Unit Data**

**Enter a page name.** Choose the page name that families are most likely to think of when they are looking for a local Scouting unit. Examples include: Pack 3004—Einstein Elementary School.

**Enter category.** Type a word—local organization, Scouts USA or Cub Scouts—Facebook will then suggest several options. Choose the one families are most likely to think of when they are looking for a local scouting unit.

Once a category is chosen, the dialogue box will expand to ask for a few further details, such as address and phone number. You can choose whether to make this information public, or to show only your city and state.

When you’re ready, click **Continue**. Note that doing so indicates your acceptance of Facebook's [Pages, Groups and Events Policies](http://www.facebook.com/pages/create).

[www.baylakesbsa.org/join](http://www.baylakesbsa.org/join)
Creating a Facebook Profile for Your Unit

**STEP 3: ADD PICTURES**

Next, you'll upload profile and cover images for your Facebook page. It's important to create a good visual first impression, so choose wisely here. Make sure the photos you choose align with your brand and are easily identifiable with your unit.

The first photo to upload is the profile picture. This image accompanies your unit name in search results and is viewable when you interact with families. It also appears on the top left of your Facebook page.

If you have a recognizable brand, using your logo is probably a safe way to go. The BSA logo is available to units in the [BSA Brand Center](http://www.baylakesbsa.org), located in the [Membership and Marketing Hub](http://www.baylakesbsa.org). The important thing is to help a potential follower or customer to recognize your page immediately.

As we explain in our post on the [best image sizes for all social networks](http://www.baylakesbsa.org), your Facebook profile picture displays at 170 x 170 pixels on desktop and 128 x 128 pixels on mobile. It will be cropped to a circle, so don’t put any critical details in the corners.

Once you’ve chosen a great photo, click **Upload Profile Picture**.

Now it’s time to choose your cover image, the most prominent image on your Facebook business page. This image should capture the essence of your unit and convey your unit's personality.

It will display at 820 x 312 pixels on desktop or 640 x 360 pixels on mobile. The image must be at least 400 pixels wide and 150 pixels tall, but the recommended size to upload is 720 x 315 pixels.

Once you’ve selected an appropriate image, click **Upload a Cover Photo**.

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**Ta-da! You have a Facebook page, although it is extremely sparse.**

Of course, while the skeleton of the Facebook Page for your business is now in place, you’ve still got some work to do before you share it with your audience. Don’t worry—your page is not yet visible to the public. *(We’ll make that happen later in this post.)*

What you see now is a preview.
**Creating a Facebook Profile for Your Unit**

**Step 4: Create a User Name**

Your username, also called your vanity URL, is how you tell people where to find the unit on Facebook.

Your username can be up to 50 characters long, but don’t use extra characters just because you can. You want it to be easy to type and easy to remember. Your unit information is the best bet.

Click **Create Page @Username** in the left menu to set up your vanity URL. Make this **Pack XXXX Bay Lakes Council**

Click **Create Username** when you’re done.

Next, this dialogue box will pop up showing you the links people can use to connect with your unit on Facebook and Messenger.

**You’re all set!**

The username @olafslargesandwichshop has been created for Olaf’s Large Sandwiches.

It’s now easier for people to find your Page in search. People can also visit your Page at fb.me/olafslargesandwichshop and send your Page messages at m.me/olafslargesandwichshop.

Follow/Friend/Like on Facebook:

Bay-Lakes Council

Boy Scouts of America
Creating a Facebook Profile for Your Unit

**Step 6: Add Unit Details**

While you might be tempted to leave the details for later, it's important to fill out all of the fields in your Facebook Page's **About** section right from the start.

As Facebook is often the very first place a customer goes to get information about you, having it all there is important. For example, if someone is looking for a business that's open till 9, they want to confirm this information on your page. If they can't find it, they'll surely keep looking until they find another place that's more forthcoming.

To start filling out your unit details, click **Edit Page Info** in the top menu. From this screen you can share all the important information about your business.

**Description**
This is a short description that appears in search results. It should be just a couple of sentences (maximum 255 characters), so there's no need to get too elaborate here. We'll show you where to add a longer description later.

**Categories**
Here you'll see the category you entered in Step 1. If you like, you can add additional categories here to make sure Facebook shows your page to all the right people.

**Contact**
Add all the contact details you want to make public, including your phone number, website, and email.

**Location**
If you have a physical storefront or office, check to make sure that your location is marked correctly on the map. You can also add details about your service area, so people know, for example, which neighborhoods or schools your unit serves.

**Hours**
If your business is open to the public during specific hours, enter those here. This information appears in search results.

**Extra options**
If relevant, enter your impressum, price range, and privacy policy link. An impressum is a legal statement of ownership, and it is generally only required in some European countries.

Click **Save Changes** under each section to implement your changes as you go.
Creating a Facebook Profile for Your Unit

**STEP 7: TELL YOUR UNIT’S STORY**

You’ve filled in all the simple details about your unit, but there’s not much here yet to tell people why they should engage with your unit on Facebook.

Fortunately, there’s a section of your Facebook business page where you can add a longer description of your unit. To access it, click **See more** in the left menu, then click **About**, and then click **Our Story** on the right-hand side.

In this section, you can add a detailed description of what your unit offers its scouts and why they should Like or Follow your Page. This is a great place to set expectations. How will you interact with supporters through your Facebook Page? Offer a compelling reason for them to stick around.

Enter a headline and text for your story, then upload a relevant photo. When you’re finished, click **Publish**.

Fill this page up with whatever the troop/pack and most important, the parents, will allow you to post. Sharing your experiences will help show new families the great adventures and learning opportunities scouting offers.

Creating an Instagram Account for Your Unit

To create an Instagram account from the phone app:
1. Download the Instagram app from the **App Store** (iPhone) or **Google Play** (Android). Once the app is installed, click 📷 to open it.
2. Click **Sign Up With Email or Phone Number** (Android) or **Create New Account** (iPhone), then enter your email address or phone number (which will require a confirmation code) and click **Next**. You can also click **Log in with Facebook** to sign up with your Facebook account.
3. If you register with your email or phone number, create a username and password, fill out your profile info and then click **Next**. If you register with Facebook, you’ll be prompted to log into your Facebook account.

To create an Instagram account from a computer:
1. Go to **instagram.com**.
2. Click **Sign up**, enter your email address, create a username and password or click **Log in with Facebook** to sign up with your Facebook account.
3. If you register with an email, click **Sign up**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.
4. If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you’ll need to be able to access your email to get back into your Instagram account.

Follow: **Boy Scouts of America**  **Bay-Lakes Council**
Creating a Twitter Account for Your Unit

1. Open Twitter from your computer, phone, or tablet.
2. Type your phone number or email address in the first text box provided on that page.
3. Type the password you want to use for Twitter in the second box.
4. Click or tap the Get started button.
5. Type your full name in the new text box that shows up below your password.
6. You can also tailor Twitter to your interests (based on your recent website visits). If you don’t want this, uncheck the box on the signup page. Read this for more info on what this entails.

1. Use the "Advanced options" link below the form if you want to disable other people from finding you on Twitter by searching for your personal information. You can selectively turn off the ability for people to find your Twitter account using your email or phone number.
2. Click or tap the Sign Up button when finished.
3. If you didn’t do it already, you’ll now be asked to enter your phone number, but you can use the Skip link at the bottom of that page if you want to avoid connecting your phone number to your Twitter account. You can always do this later.
4. Choose a username on the next page by typing one in the text box or clicking a suggested one based on your name and email address. You can always change it later if you want, or you can skip this step with the Skip link and fill in your username later.

Follow: Boy Scouts of America    Bay-Lakes Council

What Is it?:
A way for your unit to connect to kids and adults through one of the largest social media platforms.

How it can be effective?
Interactive, media-rich environment to share quick hits about your unit is up to.

Ideas for posts
• Upcoming events
• Recaps of recent outings
• Testimonials from parents, leaders, and scouts
• Retweets of Council and National BSA efforts
• Retweets of scouting articles
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.

DROP A PIN ON THE BROWSER

1. Dropping a pin on the web version of Google Maps is pretty easy. You can even drop pins with sayings so that you can give your customers more information about your location.

2. Launch a web browser where you’ll search for Google Maps. In this case, it would be best to launch Google Chrome browser if you have it because it makes everything so much easier. It shows you the Google search page so you can immediately go to Google Maps and begin.

3. Narrow down the location of the pin. To do that, you can type in a search term in the search bar on Google Maps. This helps to pinpoint the general area where you will drop the pin. Otherwise, you’re going to have a hard time dropping your pin.

4. 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. All you have to do is slide it up to zoom in and down to zoom out.

5. Right click on the specific spot where you would like to drop your pin. From the list of options, you should 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. You can now 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.