

Support Scouts on Social Media



Share Scouting adventures to help recruit new members.

Coronavirus is impacting everyone's daily lives. Scouting is no exception. Without the ability to host *Join Scouting* events or visit schools, we need to explore new ways to reach out to new Scouts. It's up to us, current leaders, Scouts and parents to help spread the word about the adventure that awaits new Scouts. Please consider making regular updates to your social media pages that reinforce and share the value of Scouting!

Social Media Post Ideas:



Major Celebrations:

Blue and Gold banquets;
Courts of Honor and Eagle
Courts of Honor



Advancement Milestones:

Completed merit badges; Rank
advancements; Order of the
Arrow acceptance, etc.



Camp Experiences:

Summer Camp at Bear Paw, Rokilio,
Gardner Dam and Hiawatha;
National Youth Leadership Training;
Jamborees, etc.



Fun Meeting Nights:

Rank advancement work;
Community service projects;
Trainings, etc.



It's the little things...

Ultimately, scouting is about raising good adults. Don't hesitate to share when your child learns to do something for the first time such as cooking a meal, setting up a tent or building a fire.

Posting Tips



Include photos or video. Visual content performs better on all platforms, plus it allows you to show the faces of today's Scouts and illustrate the fun, adventure and true value of being a Scout.



Provide context. Be sure to tell a story in the written portion of your post. If the milestone you're sharing involved challenges, growing experiences or a lot of laughs, tell others about it!



Include a Call to Action. Tell others how they or their children can also become Scouts. *Example:*

"If you or someone you know would like to learn more about Scouting, please visit baylakesbsa.org/join or BeAScout.org to find a local unit."



Proofread. Always re-read a post and ask someone else to review/proof the post before posting online. It is important to ensure the post is accurate and free of spelling/grammar errors.



Tag Scouts pages. You can link to our official social media pages on the following platforms by simply including the handle in your post.



@theboyscoutsofamerica



@boyscouts



@BayLakesCouncil



@boyscoutsofamerica

Help build our Scouting community

Follow posts from other Scouts and their units in the Council on social media platforms that you visit most. Connect with them regularly by liking, commenting on or sharing their unit posts. Also, please be sure to follow the official Scouting pages listed above to interact with the National organization's online content as well.

Thank you for sharing the adventure of Scouting with new Scouts!

