

# SOCIAL MEDIA STRATEGY

Scout Fall Recruitment Events / August 1, 2021

## Social Media Assets

- [Recruitment Tools from National](#)
- Scouts BSA [Social Media Images](#)
- Cub Scouts [Social Media Images](#)

## Overview

Once a date is selected for your School Night for Scouting recruitment event, begin promoting it on social media with a series of social posts. From your Pack's Facebook Page, you can create an event and posts to build excitement and drive interest in your recruitment night. Encourage Pack leaders and current Scouting families to share social posts. Also ask the school, chartering organization, PTA or other parent groups to share your event with their audiences as well. The more eyes you can get on your posts, the better chance you'll have of reaching new Scout families. If your Pack has funds available, consider boosting your event post to broaden the reach.

## Recommended Social Media Posting Schedule

Below is a suggested posting schedule for Facebook to promote the event. Posts with photos and video generate more engagement and interaction. Consider sharing photos or videos from your own Pack events with the suggested posts, or use photos and video provided in the [BSA National recruitment tools](#).

Timing	Topic/Call to Action	Suggested Post
As soon as event date/location is set	School Night for Scouting Recruitment Event /  Join us to learn more about Scouting	<b>Create an event on your Facebook page</b> with all pertinent details (date, time, location). This allows people to RSVP to the event or click "Interested." It can also be shared by parents who are members of the Pack.  ----- <b>Facebook Post</b> After a year of being cooped up inside, it's time to escape the indoors and discover Scouting!  Join Pack XXX at (school or

		<p>organization) to learn more about Cub Scouts and the adventures that await.</p> <p>(Include event details/share Facebook event)</p>
<p>Two Weeks before the event</p> <ul style="list-style-type: none"> <li>- Focus on the fun events your Pack participates in. Share those events in two separate posts, then drive people to the event to RSVP.</li> </ul>	<p>Remind people of the upcoming event.</p> <p>RSVP today!</p>	<p><b>Two Posts</b></p> <p><b>Post 1</b> We're off to the races with Scouting! The Pinewood Derby is one of our favorite Scout events. Motor on over to our event page to RSVP to our upcoming Scout Info night on [DATE].</p> <p><b>Post 2</b> Doing a good turn is important in Scouts. Our Pack takes part in Scouting for Food each year as a way to support our community.</p> <p>Be sure to RSVP to our upcoming Scout Info night on [DATE] to learn more about the opportunities in Cub Scouts.</p>
<p>One week before the event</p> <ul style="list-style-type: none"> <li>- Once again, focus on unique Pack or Council events - Does your pack go to Scout Night at Miller Park? Scouting the Zoo? July 4th Parade?</li> </ul>	<p>Remind people of the upcoming event.</p> <p>RSVP today!</p>	<p><b>Two Posts</b></p> <p><b>Post 1</b> (Share a unique or popular Pack or Council event)</p> <p>We're looking for a few good Scouts ready to escape the indoors. Join us for our upcoming Scout Info night on [DATE].</p> <p><b>Post 2</b> (Share a unique or popular Pack or Council event)</p> <p>We're looking for a few good Scouts ready to escape the indoors. Join us for our</p>

		<p>upcoming Scout Info night on [DATE].</p> <p>(Boost the Event post one week prior to the event.)</p>
Day of the event	Join us tonight	<p>Tonight's the night! Join Pack XXX (mention school or organization) to learn more about Cub Scouts.</p> <p>(Include event details/share Facebook event)</p>
Day after the event	Thank you for attending / Contact us for more information	<p>Thank you to all who attended Scout Info night! Pack XXX has an exciting year planned and we hope to see many of you at our first Pack meeting. If you weren't able to attend, please contact XXXX for more information on starting your child's journey in Scouting.</p>

**How to Boost a Facebook Post**

A Facebook boosted post is just like a regular Facebook post. Except, you spend a little money to promote it to people who would not see your organic post. It's the simplest form of a Facebook ad, and you can create one in just a few clicks.

To create a boosted post:

1. Go to your Facebook Page.
2. Find the post you want to boost. This may include a Jobs, Event or video post.
3. Select Boost Post. You can find it in the bottom-right corner of your post. Note: If you are unable to select Boost Post, [boosting may be unavailable](#) for your post.
4. Fill in the details for your ad. We'll automatically use images and text from your post, but you can choose the following details:
  - Audience: Choose a recommended audience or create a new audience based on specific traits. Zip Code is a good option.
  - Total Budget: Select a recommended budget or provide a custom budget. You can spend \$25-\$50 to boost a post for 5-7 days in advance of the School Night for Scouting to broaden the reach.
  - Duration: Select one of the suggested time frames or provide a specific end date.

- Payment Method: Review your payment method. If you need to, you can [change or update your payment method](#).
5. When you're done, select Boost.