



## Cub Scout Recruitment Event Facebook Geofencing

Geofencing is a method of digital marketing in which an organization can target potential customers and advertise directly to them through their Facebook account. Using tools available from Facebook, we set a perimeter around the street address of your recruitment event scheduled on the council's Facebook page. Using that event information, we target a specific audience of parents to see your recruitment event which encourages them to join Cub Scouts.

**Q: Can I schedule my recruitment event on the council Facebook page?**

*A: No. The event must be scheduled by administrators of the council Facebook page.*

**Q: Are there specific details that are required to get my recruitment event Facebook geofenced?**

*A: Yes. A street address (no PO Boxes, etc.) and contact information among other details are required.*

**Q: How do I get my Cub Scout recruitment event information to the council to be geofenced?**

*A: Complete the Recruitment Material Request Form survey online, fill out the pdf or contact your District Executive.*

**Q: How far in advance must I submit my information to be geofenced?**

*A: Event dates need to be submitted at least three (3) weeks in advance. Any event dates that are submitted 10 days or less before happening will not be geofenced*

**Q: How long does geofencing last?**

*A: We will geofence events for at least 10 days, but no more than 14 days. Research shows that geofencing is most effective within a two-week window and takes about 3-4 days to start to gain traction.*

**Q: How much does geofencing on the council Facebook page cost my unit?**

*A: Nothing. The cost of Facebook geofencing on the council Facebook page will be paid by Three Harbors Council. If your units wishes to conduct geofencing on its own, that cost must be paid by the unit.*