



# Scouting & Social Media



## USING SOCIAL MEDIA FOR RECRUITING

Millions of adults use social media platforms like Facebook and Twitter everyday to keep in touch with friends and family members.

Here are 10 ways you can utilize social media in your recruiting efforts:

- 1.) Show your friends you're involved in Scouting
- 2.) Share the fun you've had during Scouting activities
- 3.) Promote planned Scouting activities
- 4.) Post photographs of fun Scouting activities
- 5.) Talk about your satisfaction with Scouting in your unit, camps, or other programs
- 6.) Join social media groups in your community and spread the word about Scouting  
EX: Join your school's Facebook page and promote School Night for Scouting
- 7.) Promote your School Night for Scouting date
- 8.) Share ways to join if families missed your sign-up night
- 9.) Shine the spotlight on new dens and parents
- 10.) Encourage new parents and leaders to visit Scouting websites

## SAMPLE FACEBOOK POST

"Cub Scout Pack 123 wants you to join the fun. Join us on Monday, August 13 at Central Elementary School at 7:00pm to find out what our pack is all about. For more information on Cub Scouting visit [KCscouting.org](http://KCscouting.org)."

**\*UTILIZE VIDEO** - Showcase the fun of Scouting through video in your social media communications.

Go to [www.scouting.org/sitecore/content/Home/Marketing/Recruiting/PSAs\\_Eng.aspx](http://www.scouting.org/sitecore/content/Home/Marketing/Recruiting/PSAs_Eng.aspx)