

Social Media

Every Pack has Parents that live on Social Media.... ☺ Appoint a Social Media expert who can create and promote Joining Events and share them with relevant groups.

What You're Going To Need:

- Pack e-mail address
- Pack Facebook Account / Twitter / Instagram (Your choice, we recommend Facebook)
- Social Media Volunteer(s)

How You're Going To Organize This:

Have your Pack Social Media Volunteer create a pack Facebook page, if one does not already exist – appoint several trusted volunteers to be listed as “admins”.

Network with relevant local pages, by posting regularly to them, and “liking” them (ex. School Districts, associations, recreation departments, etc...)

Create an online event which corresponds to your Pack's Joining Event and invite current families to share the announcement on their Facebook walls. For the next two weeks preceding the Joining Event, make regular posts about your Pack's activities and other Scout related blog posts (blog.scoutingmagazine.org or the Longhouse Council Page are good resources). Use attendance list from the Event to follow-up with Adults who did not attend the physical Joining Event who had answered “maybe” or “yes” online.

With all things Social Media, please make sure your Pack is following the BSA Social Media Guidelines which can be downloaded at:

<http://www.scouting.org/Home/Marketing/Resources/SocialMedia.aspx>

Additional Fall Recruitment Resources Can Be Found At:

www.cnyscouts.org/membership

Longhouse Council, BSA

2803 Brewerton Rd

Syracuse, NY 13211

Phone: 315-463-0201

www.cnyscouts.org

www.beascout.org





ADVENTURE IS WAITING
BEASCOUT.ORG

Tweets 5,056 | Following 979 | Followers 6,563 | Likes 12.2K | Lists 6

Following

The Cub Scouts - BSA

@thecubscouts

Official twitter account of the Cub Scouts! Cub Scouting prepares kids for life by teaching them to do their best while having fun and making friends.

Suggested

Three suggested account cards, each with a blue header and a 'Follow' button.



arch?f=tweets&q=cub%20scouts&src=typd



Pack 7 Lowell @pack7lowell · 3h
Cute #CubScouts selling smoked meat snack @Loves in #Lowell today! 14 varieties, \$1 each! @thecubscouts @boyscouts @CountryMeats #Pack7



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