



## Scouting U | Social Media Doesn't Have to be a *Bear!*



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# 33%

## Increase

Using emojis can increase comments by as much as 33%

# 100%

## More Comments

Question posts get 100% more comments

# 23%

## More Interaction

Shorter posts get 23% more interaction



# Getting Started with Scouting on Facebook

- You need to **create a Facebook Page.**
- Facebook makes this process as simple as possible by walking you through **easy-to-follow directions** and descriptions.
- Invite your Scouting community to “Like” the page, and start populating it with quality content.
- If you’re having trouble getting set up, Facebook has a **‘Help’ section with tutorials and detailed directions.**



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## GROUP

A group is a community-based feature that gathers people with the same interests to discuss topics and share their opinions.

- Groups are Interest-Oriented
- Not used for promotion but discussion on certain topics
- Groups are better to create a real community: Members relate to each other over Scouting
- Groups create communication between members
- Members will receive notifications every time another member posts something
  - Groups show an increase in group engagement

## PAGE

A page is a public profile that allows companies & brands to introduce their services and activities.

- Pages are Business-Oriented
- Used to promote the business, its products or services (aka your Scouting units)
- **Pages beat Groups in Google search results – Let's test it out!**
- The business is the content generator
- Pages can be promoted with boosted posts & ads to reach more audience
- **You can have BOTH Groups & Pages:**
  - Promote groups within the Page  
*(i.e. Popcorn Sale Page & Popcorn Transfer Group for Kernels)*
  - Groups: Members | Page: Recruiting

Reference: <https://www.eweev.com/blog/facebook-page-vs-group-which-better-your-business>

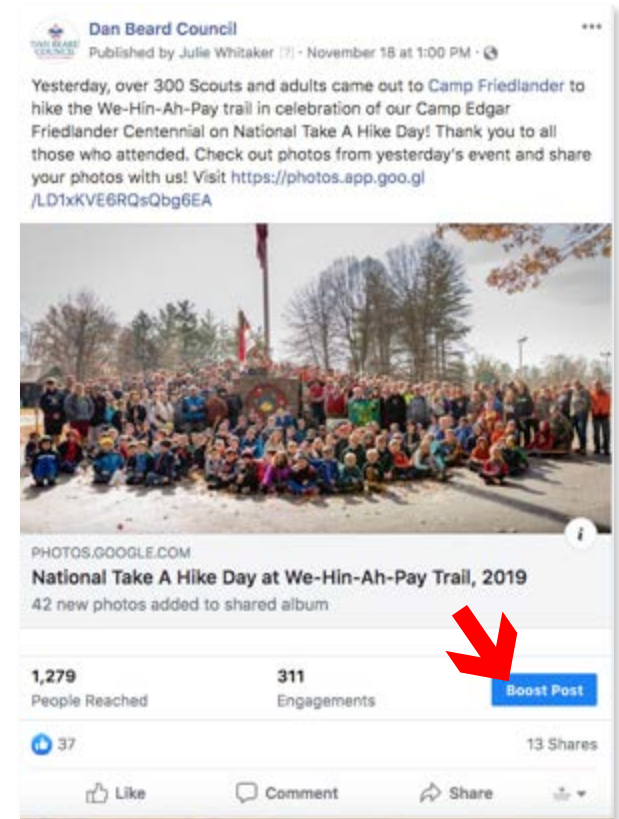


**Boosted posts** are a type of ad on Facebook business pages. Because they appear higher up in news feeds than non-boosted posts and are served to an audience beyond your existing page fans, these **posts** can be a relatively inexpensive way to easily reach more potential customers.

- **You can set your own budget, as low as \$1/day.**
- **Content can include announcement, promotion or a call-to-action**
- **You will have to focus on three variables: Audience, Budget & Duration**

## Let's Create a Boosted Post!

[www.DanBeard.org/ScoutingU-Social-Media](http://www.DanBeard.org/ScoutingU-Social-Media)



*The Facebook Boost Post Button: How to Use it and Get Results! | <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>*



**Facebook Events** can help you organize Scouting gatherings. You get a dedicated page for providing all the details of your event plus a range of tools to notify friends about it and keep track of who's going.

- Free to create – anyone can make one
- Can be Private or Public

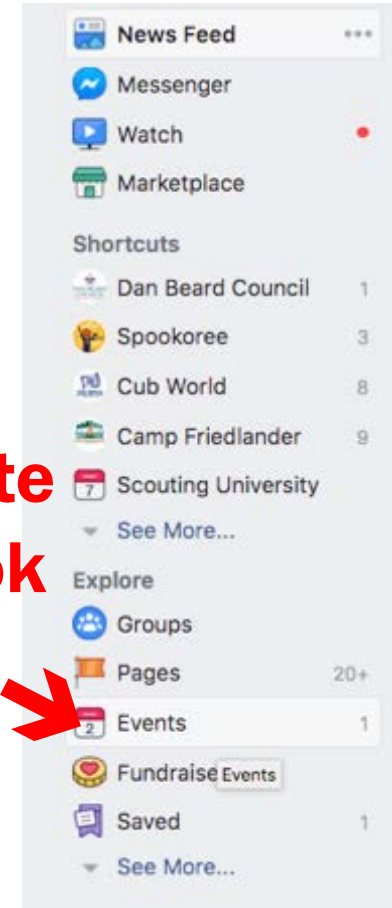
#### Private:

- Only invited guests can see a private page
- Option to create a schedule for the event
- Can name co-hosts of event
- Option to allow guests to invite their friends

#### Public:

- Anyone on Facebook can see & search for the event
- Ideal when trying to attract a large audience

**Let's Create  
a Facebook  
Event!**



Reference: What Are Facebook Events? <https://www.lifewire.com/facebook-events-information-1240553>



***Here are some tips to keep in mind when dealing with negative comments:***

1. Stay calm. DON'T USE CAPS LOCK.
2. Use the Care Bear Stare.
3. State the facts.
4. Reference BSA's resources located at [www.Scouting.org](http://www.Scouting.org).
5. Respect their opinion.
6. Keep your responses crisp and positively worded
7. Know when to stop.

***Helpful Resources for Responding to Negative Comments on Social Media:***

**Dan Beard Council - Youth Protection Webpage**

*Fireside Chat materials, Parent Guide to Safe Scouting, Youth Protection, Quick Facts & more.*

[www.danbeard.org/dan-beard-council-youth-protection](http://www.danbeard.org/dan-beard-council-youth-protection)

**Dan Beard Council – Family Scouting Info Webpage**

*Tools for Talking About Scouting, Videos, News & more!*

[www.danbeard.org/family-scouting-information-page](http://www.danbeard.org/family-scouting-information-page)

**BSA Social Media Guidelines**

*Download the Social Media Playbook!*

<https://scoutingwire.org/social-media-guidelines>

**BSA Safety Moments**

*A variety of resources on safety measures, incident reporting, weather-related safety, and more.*

[www.scouting.org/health-and-safety/safety-moments](http://www.scouting.org/health-and-safety/safety-moments)

Credit: <https://www.relevance.com/blog/rude-best-ways-respond-negative-comments/>





## Tips For Better Engagement



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# Top 10 List

1. Pose a Question
2. Share Relevant Images
3. Include a Call to Action
4. Share Relevant News and Hot Topics
5. Adjust Your Post Frequency
6. Give People a Giggle
7. Respond to Everyone
8. Make an Emotional Connection
9. Recycle High-value Posts
10. Share Valuable Curated Content





# Utilize Different Types of Posts

Don't be limited to the basic post types.



# Images



Is the content  
funny,  
interesting or  
teaching a  
lesson?



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# Video

Videos generate  
**1200% more**  
shares than text  
and images  
combined.



A screenshot of a Facebook post from the Boy Scouts of America. The post is dated November 27 at 2:07 PM and includes a globe icon. The text of the post reads: "We hope your Thanksgiving is a great one! We also hope you leave room for pie!". Below the text is a video player showing a close-up of a slice of Dutch-Oven Cranberry Apple Pie being lifted from a pan. The video player has a progress bar at -1:54 and standard playback controls. Below the video, the post shows 107 reactions (likes, loves, and wow) and 15 comments and 52 shares.

**Boy Scouts of America**  
November 27 at 2:07 PM · 🌐

We hope your Thanksgiving is a great one! We also hope you leave room for pie!

**Dutch-Oven  
Cranberry  
Apple Pie**

▶ 0:00 / -1:54 🔊 ⚙️ ↗️ ⋮

👍❤️😮 107

15 Comments 52 Shares



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# Instagram + Twitter



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**To View and Download Course  
Materials & Resources, Visit  
[DanBeard.org/ScoutingU-Social-Media](http://DanBeard.org/ScoutingU-Social-Media)**



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