



## Scouting U 2019 | Social Media Image Resources

The Dan Beard Council, Boy Scouts of America and the National BSA Council offer many digital resources that can benefit your unit by enhancing their social media pages. Please see the list below. If you have any questions, please contact Julie Whitaker, *Marketing Executive*, by email at [julie.whitaker@scouting.org](mailto:julie.whitaker@scouting.org) or phone at (513) 577-7699.

### Social Media Best Practices and Images:

**Dan Beard Council Media Center** | The Dan Beard Council has a Media Center filled with links to resources for your unit social media pages such as photos, videos on YouTube, press releases, #ScoutSHARE Day, Brand Identity Guidelines, and more!  
<http://www.danbeard.org/media-center/>

**BSA Marketing & Membership Hub** | The Marketing and Membership Hub is a resource to help you serve more youth in your area. From recruiting ideas to social media best practices, the Hub provides a one-stop resource to discover, activate, and improve your marketing and recruiting strategy.  
<https://scoutingwire.org/marketing-and-membership-hub/>

**BSA Brand Center** | The National BSA Council offers this resource to provide branding materials for all of its programs. Visit this site to download photos, videos, social media images, templates for promotional pieces, and more. <https://scouting.webdamdb.com>

**Your Scouting Families** | The very best place to gather photos is within your unit! Use the *Tips for Good Visuals* handout to guide you on what would be a fun image to share on your social media pages. Media Release Form: ([http://legacy.danbeard.org/pubs/DBC\\_Talent\\_Release\\_Form.pdf](http://legacy.danbeard.org/pubs/DBC_Talent_Release_Form.pdf)) Parents can fill out this form to give permission to share photos of their Scouts on unit pages.

### Resources to Find Posts to Share on your Social Media Pages:

**Dan Beard Council, BSA's Facebook Page** | The Council's Facebook page is a great place to share content from. Topics include updates about trainings, local Eagle Scout projects, Council events, Scout It Out partnership opportunities such as the Reds, Bengals, Newport Aquarium, and more.  
<https://www.facebook.com/DanBeardCouncil/>

Don't forget about the Camp and District Pages to share content from as well:

- **Camp Friedlander** [www.facebook.com/CampFriedlander/](http://www.facebook.com/CampFriedlander/)
- **Cub World** [www.facebook.com/DanBeardCouncil.CubWorld/](http://www.facebook.com/DanBeardCouncil.CubWorld/)
- **Blue Jacket District** [www.facebook.com/BlueJacketDistrict/](http://www.facebook.com/BlueJacketDistrict/)
- **Ft. Hamilton District** [www.facebook.com/FtHamDistDanBeardCouncil/](http://www.facebook.com/FtHamDistDanBeardCouncil/)
- **Hopewell District** [www.facebook.com/HopewellIDBC](http://www.facebook.com/HopewellIDBC)
- **Hopkins District** [www.facebook.com/Boy-Scouts-of-America-Hopkins-District-1166348266713218/](http://www.facebook.com/Boy-Scouts-of-America-Hopkins-District-1166348266713218/)
- **Maketewa District** [www.facebook.com/maketewa.district](http://www.facebook.com/maketewa.district)
- **Trailblazer District** [www.facebook.com/TrailblazerDBC/](http://www.facebook.com/TrailblazerDBC/)
- **US Grant District** [www.facebook.com/groups/USGrantDistrict/](http://www.facebook.com/groups/USGrantDistrict/)
- **William Henry Harrison District** [www.facebook.com/WHHdistrict/](http://www.facebook.com/WHHdistrict/)



## **Resources to Find Posts to Share on your Social Media Pages (continued):**

**Dan Beard Council Fireside Chat Newsletters** | The Dan Beard Council sends out a monthly newsletter filled with different topics you can share with your units from updates on camp, training opportunities, youth protection updates, special events, and more. To sign up to receive the Fireside Chat and see the archive page, visit the site below.

<http://www.danbeard.org/fireside-chat/>

**Scout It Out** | The Dan Beard Council brings you special activities for your Scouts from our partners across the Cincinnati and Northern Kentucky area all year round such as the Bengals, the Reds, Newport Aquarium and more! Visit this page often as events and special offers are added throughout the year. Take photos of your Scouts at these events and use the hashtag **#ScoutItOut** on social media to spread the word about these great Scouting activities!

<http://www.danbeard.org/scout-it-out/>

**Dine Out for Scouts** | The Dan Beard Council has partnered with many local restaurants that will give back to Scouting when you visit their establishment during a particular day and time and mention the Scouts. These events would be a great option to share with your units on your social media pages to promote giving back to Scouting.

<http://www.danbeard.org/dine-out-for-scouts/>

**Boy Scouts of America** | The Boy Scouts of America website offers information on all of the programs of the BSA, safety and youth protection training as well as training and awards. You can find many interesting topics here to share with your units. Visit the website or their Facebook page.

<https://www.scouting.org/> | <https://www.facebook.com/theboyscoutsofamerica/>

**Boys' Life** | The monthly magazine, *Boys' Life*, offers an entertaining and educating variety of general interest articles, fiction and cartoons while reinforcing Scouting's strong values and programs. They also have a Facebook page to follow and share articles directly from there.

<https://boyslife.org/> | <https://www.facebook.com/boyslife/>

**Scouting Magazine** | *Scouting* magazine is the official resource for adult leaders of Cub Scouts, Scouts BSA members, and Venturers. Scouting magazine and Scouting magazine's official blog, *Bryan on Scouting*, are produced at National BSA Council. Find interesting Scouting articles and stories to share on your unit pages both on their website and Facebook pages.

<https://scoutingmagazine.org/> | <https://www.facebook.com/scoutingmagazine/>

**Bryan on Scouting** | A blog for the BSA's Adult Leaders. <https://blog.scoutingmagazine.org/>

## **YouTube**

- **Dan Beard Council** <https://www.youtube.com/user/TheDanBeardCouncil>
- **National BSA Council** <https://www.youtube.com/user/BSA100years>