Using Facebook Effectively for your Unit

Connecticut Rivers Council, BSA - Nipmuck District
added 9 new photos — at 📍 June Norcross Webster Scout Reservation.
Published by ▮▮▮▮▮ | · July 31 at 5:56pm · Ashford · 🌐

A Great Day At Cub Country for Cub Scout Pack 111 Plainfield, Moosup Cub Scout Pack 36, Pack 65 Coventry and Pack 92 Ashford

CAMP AKELA
JUNE NORCROSS WEBSTER
SCOUT RESERVATION

+6

1,189 people reached   Boost Post

👍 Like   💬 Comment   ➤ Share

👍❤️ 11

1 share

Connecticut Rivers Council, BSA - Nipmuck District at 📍 June Norcross Webster Scout Reservation.
Published by ▮▮▮▮▮ · ?] · July 11 at 8:33pm · 🌐

In camp with Troop 56 Storrs

130 people reached   Boost Post

👍 Like   💬 Comment   ➤ Share

👍 6

Connecticut Rivers Council, BSA - Nipmuck District 😊
feeling excited at 📍 Connecticut Rivers Council, BSA - Nipmuck District.
Published by ▮ · ?] · August 3 at 10:40am · East Hartford · 🌐

REMINDER: Last day to order Show and Sell Popcorn is tomorrow, Friday, August 4th. If you need assistance logging into the Trail's End system, please contact me!

Trail's End®

Trail's End
First, try the easiest thing: if you remember your password but it isn't working, make sure that Caps Lock is turned off, and that your username is spelled correctly, and then try again.
SCOUTING.TRAILS-END.COM

16 people reached   Boost Post

👍 Like   💬 Comment   ➤ Share

Here we have three posts from the Nipmuck District Facebook Page. One was seen by almost 1200 people, one by 130, and one by 16. The first is property tagged, and was shared in a town's Facebook group. The second is a nice picture. The third is important, but belongs not on a public Facebook page, but a Facebook group. Getting people to see what your posting is the key to getting your message out to your community, and to being successful in growing your pack, troop, crew or post!

Your Unit should have BOTH a Facebook Page, and a Facebook Group. Your Page is your public storefront, your group is for internal communication. Your Page is for public relations, recruiting, and promoting your unit in the community. It's for connecting with alumni and potential members. Your group is for communicating with the parents you have now. Units ordering show and sell popcorn isn't for the general public. Telling them where our Scouts will be selling Show and Sell popcorn is.

Does your page identify the town your unit serves? Moosup Cub Scout Pack 36 is better as a page name than Pack 36.

What are three great stories you can share on your page this month? Great pictures? Video? Your scouts are doing amazing things, and people need to know about it.

You will need to do a little bit of work to get your content seen. You need to like and share it. You need the people in your unit to do the same.

What are the major Facebook Groups in your town? (ie Plainfield Residents, You Know You're From Putnam…, the local PTO group, etc.)

Have you joined them? Are you sharing local scouting content in there regularly?

Are you tagging people, pages and places in your photos, videos, and articles? (Not scouts, but leaders)

Listen to a full version of the presentation at https://mikecooney.net/2

You can get the full BSA social media guidelines here, and the BSA social media playbook here.