



BOY SCOUTS OF AMERICA®

# Social Media Playbook





# Personalized Experience

Social technologies are changing the way we collaborate and communicate with each other. Many traditional forms of marketing and advertising have been replaced by online word-of-mouth and the consumer's ability to share their experiences with everyone they know.

Here at the Boy Scouts of America, we're no different. We have a product that delivers personalized experiences that American families absolutely must have and can't get anywhere else. According to Forrester Research, a premier technology research company, 75 percent of people in the US use social tools (Facebook, Twitter, Pinterest, etc). That means for many Americans, those personalized experiences are going to start with online engagement. Our most important marketers are those of you who interact with Scouts and potential Scouts every day: Unit Leaders and Volunteers. We want to equip you, and everyone within the organization, with the knowledge to use social media effectively.

The BSA Social Media Playbook will be your guide as you seek to use social media to communicate, recruit, retain, and inspire those in your community.







# Understanding Your Audience

## Unit Level Leaders

drive Scouting by interacting regularly with Scouts, parents and community members. Does your unit have a Facebook page? What online social efforts can help you recruit new members and increase unit activity? You're probably already friends with someone online who has Scout-age children ready to participate but doesn't know where to start. Sharing online can be the first step.

## Council Professionals and Staff

are responsible for the big picture initiatives within a larger community. How do you communicate BSA initiatives with units in your area? Do you have a social presence, and is it populated with relevant content? How can social media play a role in things like fundraising or general awareness? You have a large audience, and social can help you reach people effectively.





# Key Takeaways

## Unit Level Volunteers

- How to leverage social media to **open up Scouting** to kids and parents in your area.
- How to **Post** and **respond** on at least one social media platform (Facebook, Twitter, Instagram, etc.)
- How to post **quality** content regularly.

## Council Professionals

- How to create a relevant social platform for communicating with Units in your council.
- How to engage Unit leaders and volunteers through social media.
- Understanding the BSA social media guidelines.

## Unit Level Volunteers

- Read the BSA's **List Of Key Considerations For Social Media**. You can't manage your social channels properly without it.
- **Post regularly**. Don't go more than one week without an update.
- Subscribe to other **BSA social media** channels and share their content.



# Facebook

Facebook is the world's largest social website with 1.23 billion active users per month. It's user friendly and makes engaging others in your community a relatively easy task. Plus, with that many users, it's likely most people within your Scouting community are already involved.





# 33%

Increase

Using emoticons  
increases comments  
by 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.” This part of Facebook is your own personal Facebook profile.
- 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.



# Using Facebook Like a Social Professional

Whenever possible, **post pictures or video**. Photo posts get 39% more interaction. If you're lacking content, you can go to the BSA Flickr page and scour our new image library. Once you find something you like, download it and post away!

Share content from other Facebook Pages often, especially **the national BSA Facebook Pages**. There is a lot going on in Scouting. The more you share, the better.

Post when your audience is likely to be on Facebook, typically **right before lunch** or **right after rush hour**.

Respond to people who respond to you. It's the **golden rule** of social media.



# Instagram

With over 150 million users, 16 billion photos shared, and 1 billion likes happening each day, Instagram photo and video sharing is one of the most engaging channels on social media. You can share pictures and short videos with those in your network, giving them a glimpse at what Scouting has to offer.





# 33:1

## Comment Ratio

For every 33 likes you get 1 comment, on average

## # Use Hashtags

More hashtags equal more engagement  
#trustus #theywork

## Post on Sunday

Sunday posts have the highest engagement



# What Makes Instagram Unique

- Instagram is **phone-only**. You can't post to Instagram from a computer. You can, however view Instagram on your computer.
- Instagram is designed to **integrate** easily into your Facebook and Twitter accounts.
- Uses **image filters**. As soon as you choose an image to post, Instagram will direct you to a menu of easy-to-use options to treat your photos.
- There's no text at all in the Instagram app. **Don't be afraid of the icons**, just use them and explore.





# Proven Ways To Use Instagram

Add hashtags to your image descriptions. Pictures with **hashtags** get nearly double the amount of interaction as those that don't.

Follow people, and like their content. There's a big **you-scratch my-back-I'll-scratch-yours** element to Instagram. If you want interaction, you need to interact.

Choose a filter and make it your own. It's fine to use **different filters** for different images sometimes, but if you want people to learn to recognize that a picture is coming from you just by looking at it, choose one and stick with it.

**Use Instagram video.** Instagram will allow you to take 15-second videos and post them to your account. One thing you can't do, however, is post video from other platforms like YouTube.



# Twitter

Twitter is the world's most popular platform for "microblogging." In other words, if you can't get your point across in 140 characters or less, this isn't the platform for you. Twitter is about quick updates, reminders for events, or powerful quotes that can motivate and inspire. The key to making Twitter successful is to keep content timely and relevant.







# Techniques for Mastering Twitter

- A **hashtag is a digital label** used to keep track of messages and create uniformity in campaigns. By simply adding a “#” before any word or phrase, you can create a searchable topic to track your activity. For example, if you’re doing an orienteering activity for Scouting you could tag **#orienteering** and **#boyscouts**. Then, anyone that’s interested in that subject can search for everything on Twitter that includes that label.
- **Follow people.** Businesses in your area that support Scouting, charitable organizations you’ve worked with, or individuals who are on Twitter that are connected with Scouting are all good examples of who to follow. [@MikeRoweWorks](#) for example.
- Retweet what other people are saying. When someone tweets something you want to share, you can **click “ReTweet”** to send that message to everyone who’s following your account.
- Mark other people’s tweets as “**Favorite.**” It’s exactly like clicking the Like button on Facebook.
- Reply to other people and **join their conversations.** If, for instance, you see a tweet pop up from [@BoyScouts](#), click “Reply” and Twitter will automatically begin your message with our handle. Then just type out your message and click “Send Tweet.”

## 17%

### Higher

Twitter engagement is 17% higher on the weekends

## 2X

### Engagement

Tweets with images get 2x the engagement as those without

## 86%

### More Likely

Tweets with links are 86% more likely to be retweeted



# Understanding Twitter

When you sign up, you'll choose a **Twitter handle** which starts with the @ symbol (like **@BoyScouts**).

A post is called a 'tweet' and cannot be longer than **140 characters**

You can **follow what specific people** on Twitter are saying by following them. If you follow **@BoyScouts**, you'll get an update every time we tweet.

Twitter is an open network, which means any one of Twitter's 265 million users can read your tweet at any time, even if they aren't officially following you.

**Listen first.** Before you start tweeting, click around (you won't break anything) and get a feel for what and how people are using the platform.

There are lots of **BSA channels already active** on Twitter. Connecting with them is a simple way to get started.



Social Media Playbook

# BSA Content Sources

Here's a chance to grab some of the digital content we were talking about. Follow the links to see the best in Scouting online.

[Scout Wire](#)

[Scouting Newsroom](#)

[Chief's Blog](#)

[Scouting Magazine](#)

[Boys' Life](#)

[BSA Home](#)

[Cub Hub](#)

[Venturing](#)

[Scout Stuff](#)

[Facebook](#)