**Sample Social Media Posts for Scouts**

Guess what? I’m selling popcorn so that I can go to camp next summer! You can buy popcorn online at (URL). Thanks for your support!

Popcorn is a great snack and it helps me pay for Scout activities! You can support my popcorn sale by visiting (URL) and purchasing popcorn. Thanks for your support!

Did you know that I’m selling trail mix, chocolate covered pretzels, and popcorn? Help me reach my goal of selling XXX by purchasing a delicious snack from my online popcorn store (URL). Thanks for your support!

You can buy Scout popcorn online and have it delivered to your door! Visit my popcorn store to help me reach my goal of \_\_\_\_\_\_\_\_. Your support makes a difference!

Looking for a delicious snack to share with your family? Scout popcorn is now on sale! Visit my popcorn store to purchase your favorite flavor today (URL)

From sweet to salty, my popcorn store has a snack for you! Please support me today by visiting (URL) and ordering popcorn. Your order will help me reach my goal. Thanks for your support!

**Best Practices for Social Media Posts**

Post a picture of your Scout in their uniform to attract attention of your friends on social media.

Use your Scout’s unique online store URL in any social posts so that your family and friends can easily buy popcorn.

The best time of day to post is early in the morning (9 AM) or early evening (6 PM).

Share a social media post at least once a week, but no more than three times a week.

Make sure you always use a picture when you’re posting on social media. This will help you reach more of your friends.

Take a short video of your Scout sharing why they’re selling popcorn. Videos and Facebook/Instagram Live will reach the most people.

* Sample script: *“Hi! My name is James. I’m sure you’ve seen me in posts my Mom has shared on Facebook but if you haven’t, I’m a Cub Scout and I love fishing. I’m also learning how to set goals and what is means to work hard. That’s why I’m selling popcorn this year. If you want to support my Pack, or if you want a yummy snack, you can order popcorn from my online store. The link is in the comments and if you have any questions, be sure to ask my Mom. Thanks for supporting me!”*
* Keep the video to less than 30 seconds and have your Scout wear their uniform.