

Social Media Resource Guide

Suggested Posting Timeline

Now: Share your packs Facebook event from the Crossroads of America Council Facebook Page: www.facebook.com/bsacrossroads. Go to our page, select events, find your event and share it.

Now: Use one of Crossroads of America Council's Profile frames on Facebook. Find them by clicking on our Facebook profile picture or through promotions on our page- click "try it". Be sure to write "JoinScoutsIN.org" in the description of your Photo.

3 weeks before: Post on Facebook, Instagram, and NextDoor

2 weeks before: Post on Facebook, Instagram, and NextDoor

1 week before: Post on Facebook, Instagram, and NextDoor

3 days before: Post on Facebook, Instagram, and NextDoor

Day Before (morning): Post on Facebook, Instagram, and NextDoor

Best times are midweek from 1-3, especially Wednesdays

Who Should Post

Parents of Scouts, Pack Volunteers, District Volunteers (post about the school district they live in)

Post Resources and Tips:

Posts should be short and sweet and always accompanied by a photo or video. Photos and Videos can be found on www.crossroadsbsa.org/recruitment

Check out sharable images, profile pictures, and cover photos: www.crossroadsbsa.org/recruitment

Parents and Scout volunteers can also post pictures of themselves as scouts or their children enjoying scouting as long as the pictures are appropriate, and you aren't posting pictures of kids without parent permission.

Suggest Post Content: ALWAYS tag @BSACrossroads, include www.joinscoutsIN.org in the post as well as the time, date, and location of the event. Combine the following options.

Option One: Join Cub Scouts at (LOCATION) on (DATE) at (TIME). New Scouts will get to build and take home a catapult! Cub Scouting is all about FUN, ADVENTURE, CHARACTER DEVELOPMENT. Get more information on www.joinscoutsIN.org @BSACrossroads

Option Two: Tell a short (2-4 sentences) personal story about your scouting experience or why you think others should get involved. Focus on the aims of scouting, how scouts helped you or your kids.

Option Three: Share photos of activities and adventures you have been on and share 2-3 sentences on your experience.

Scheduling Posts/Helpful Guides

Free 30-day Limited Hootsuite Subscription: Allows you to schedule posts on Facebook, Twitter, Instagram, and YouTube. Don't forget to cancel after 30 days! <https://hootsuite.com/plans>

Facebook Post Scheduling How to Guide: <http://www.bloggertipsseotricks.com/2015/09/schedule-facebook-posts-profile-timeline.html>

Scheduling posts allows you to make all of your posts at one time and will cut down on the amount of time you will spend doing this important touch point. Unfortunately, there isn't a way to schedule posts on NextDoor, these will need to be done manually. NextDoor is an important tool because it is neighborhood specific and popular among young moms.

How to Guide, Attaching Photos on Next Door:

<https://help.nextdoor.com/customer/en/portal/articles/970444-add-an-attachment-to-a-post>

Tips for engaging NextDoor Posts: <https://blog.nextdoor.com/2017/07/12/agency-resource-post/>

Scheduling Facebook Posts on your District Page:

<https://www.facebook.com/help/389849807718635>