



Social Media Boot Camp

Welcome!

**Tell us in the chat what community and unit
you're from!**

Example: Beacon Pack 1



Introduction

- **Understanding Social Media**
- **Creating a Social Media Strategy**
- **Best Practices for Social Media**
- **Hands-on Training and Practice**
- **Conclusions & Resources**



Understanding Social Media

- **Why is social media important for Scouting volunteers?**
 - **Communication**
 - **Community Building**
 - **Engagement**
 - **Information Sharing**
 - **Recruitment**



Understanding Social Media

- **Common Social Media Platforms and Their Features**



Creating a Social Media Strategy

- **Defining your goals & audience**
- **Choosing the right social media platforms**
- **Creating a content plan**
- **Setting guidelines for engagement**
- **Measuring success**



Best Practices for Social Media

- **Tips for creating engaging content:**
 - 1. Use high-quality photos and videos**
 - 2. Highlight individual Scouts and leaders to personalize your content**
 - 3. Share updates of upcoming events/activities to keep your followers informed**
 - 4. Share stories and anecdotes to add a personal touch to your content**
 - 5. Use hashtags to increase the reach of your posts to attract new followers #cubscouts**



Best Practices for Social Media

 **Cub Scout Pack 11 - Kingston, NY**
April 22 · 🌐

Today some of our Scouts went to Poet's Walk and hiked 2.2 miles down to the Hudson River and back! Our Scouts picked the trail we wanted to take and where we would take a snack break. The Scouts even listened to the weather radio to make sure the rain stayed away!



Best Practices for Social Media

- **Posting Frequency & Timing**
- **Responding to comments & messages**
- **Protecting the privacy and safety of Scouts**
- **Avoiding common social media mistakes**
 - **Posting controversial or divisive content**
 - **Failing to proofread your content**
 - **Failing to respond to comments and messages**
 - **Posting content that is irrelevant**



Hands-on Training & Practice

- **Setting up social media accounts**
 - **Facebook pages & groups**
 - **Instagram – linked with Facebook!**
- **Creating & scheduling content**
- **Interacting with followers**
- **Reviewing and analyzing metrics**



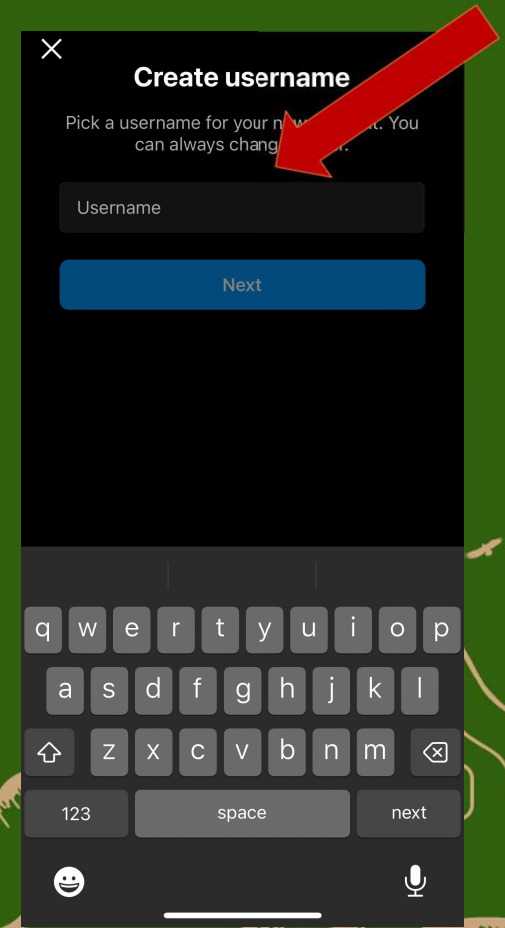
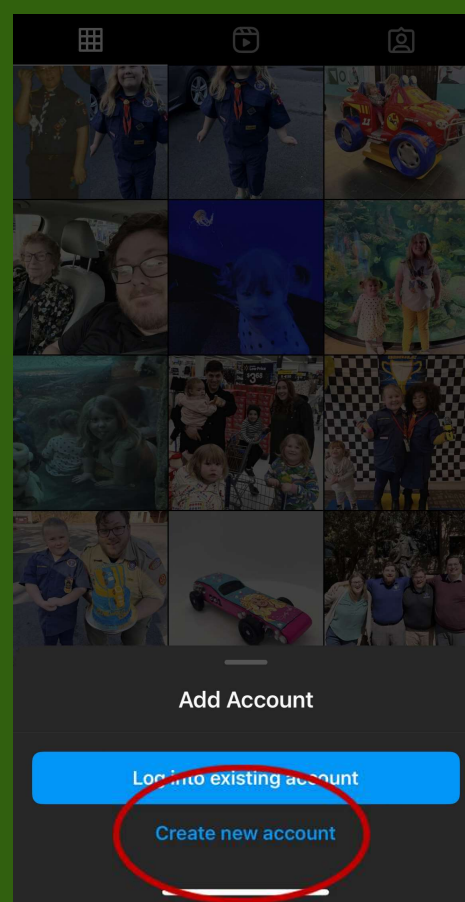
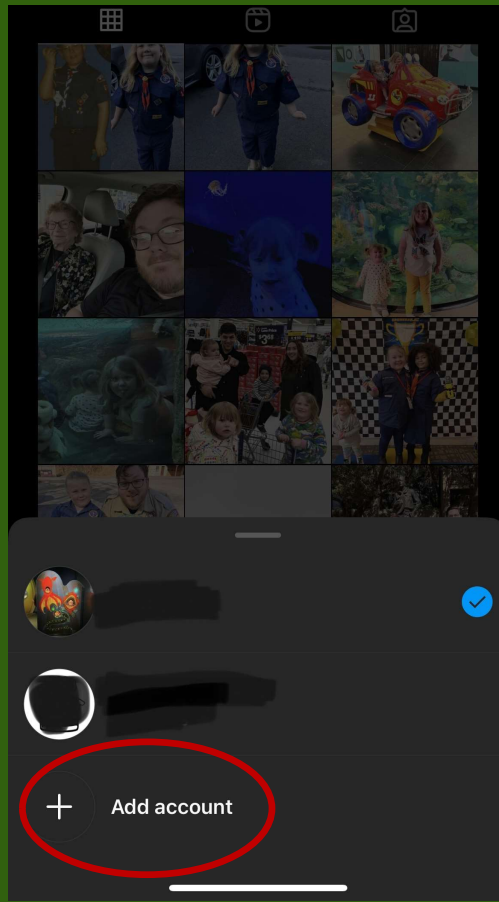
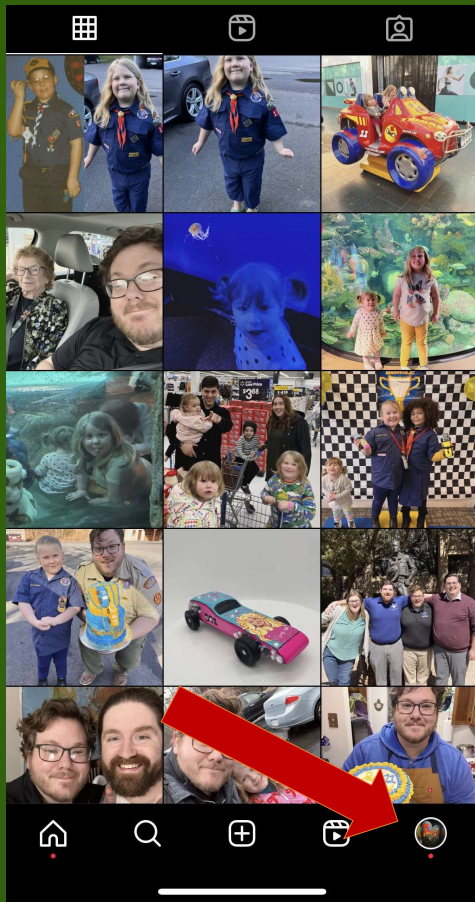
Hands-on Training & Practice

- **Facebook**
 - **How to make a post**
 - **Public Page Events**
 - **Private Parents Page**
 - **Online Advertising**
- **ChatGPT – www.chat.openai.com/**
- **Instagram**
- **BeAScout.org**
- **BSA Branding**
- **ghvbsa.org/membershipforvolunteers**

Field Trip!



Hands-on Training & Practice - Instagram



Social Media and...

Popcorn!



- **Create a social media plan**
- **Use eye catching visuals**
- **Share your story**
- **Encourage sharing**
- **Offer incentives**

Questions?



Cub Scout Summer Camp is the capstone of the year-round program in the Hudson Valley. You have two great programs you have opportunities to send your Scouts.

Two Weekends of Family Camp at Durland Scout Reservation:

- June 3rd
- August 5th



5 weeks of Cub Scout Day Camp at Camp Bullowa:

- Week 1: July 3 - 7 (4 day week)
- Week 2: July 10 - 14
- Week 3: July 17 - 21
- Week 4: July 24 - 28
- Week 5: July 31 - Aug 4



Trail's End®

POPCORN

Greater Hudson Valley Council
Popcorn Kick-off,
Wednesday,
May 31st
7PM on Zoom



www.trails-end.com

www.ghvbsa.org/popcorn



MEMBERSHIP KICK-OFF



Make a plan



Order Flyers



Geofence



Promote @ Schools



BeAScout.org Pin



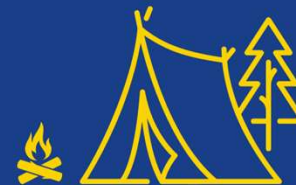
Collect Applications



Collect Fees & Turn in Apps

It's time to start preparing for the Fall!

Come join our Membership Kick-Off: Tuesday, June 6th, 7:30PM, on zoom.



Conclusion

- **Social media is one tool in your tool box.**
- **Make a plan.**
- **Practice by doing**
- **Find that social media savvy parent**
- **Start today!**



THANK YOU!

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More helpful emails:

- **GHV.Support@scouting.org**
- **GHV.Service@scouting.org**
- **GHV.Registration@scouting.org**
- **GHV.Popcorn@scouting.org**
- **GHV.Camping@scouting.org**

