



# Amplify the Opportunity

Scout Units: Use social media to bring the opportunity of Scouting to your local community and showcase all that you do!

## Step 1: Use Official Accounts

Push out unit information to the community. Use a Facebook Page (not a Group) and business versions of Instagram and Twitter. Ideally, 3 volunteers should have admin/editing rights, including at least 1 member of the "Key 3". Review the BSA's Brand Center and Marketing Hub when setting up your accounts. (QR code below)

## Step 2: Content, Content, Content

This is the fun part! Take pics of your Scouting adventures. Focus on happy faces, determined hikers, impactful service projects, etc. Wide shots of spread-out groups are uninteresting to those who were not there. SAFETY TIP: Never tag (@-name mention) the people in the picture, especially the youth. And never use youth last names.

## Step 3: Sharing is Caring and the Key to Success

The tag is a powerful tool. Start with @ and type the name of your charter organization. Their Facebook Page name should pop up. Select that and they become tagged in your post! Their page admins get an alert and they can share your post to their community. Do this for any organization you visit or assist. And remember to tag @gardenstatebsa to alert Council!  
GET A BOOST: Spread the word to your families to have them Like and Share your posts so their connections see the opportunity of Scouting in your community!

How-To Guides for  
Setting Up Accounts:

Facebook



Instagram



Twitter



BSA  
Brand  
Center

