

Troop Communication

Social Media Use

Common Social Media Platforms

Which platform appeals to your primary audience?

Facebook

- For old people (according to kids)
- Public forum for sharing publicly available info
- Great way to share photos
- Let's everyone know how much fun you are having

Instagram & Pinterest

- For people who like looking at pictures
- Instagram integrates with Facebook and can be an option for easier photo sharing with multiple audiences
- Snapchat – used by primarily by young adults (30ish)

Other Communication Methods

Communication is the biggest challenge in troops. Here are some ideas to make it easier.

Discord – In-game chat very popular among kids. It could be a good way to get youth to engage in activities and planning together. Other troops have reported success with Discord. Make sure you have an adult leader moderator.

Remind (Remind.com) – Free tool for sending announcements via text and/or e-mail to a large group of people with an extremely high delivery rate. Can be monitored and used by multiple leaders – this makes it YPT compliant.

Scoutbook – E-mail and text messages can be sent out through Scoutbook. Texting only works if the individual has setup their cell phone and accepted the terms. Also allows youth & leaders to RSVP for an event and download a pre-filled permission slip. YPT Compliant.
EVERYONE HAS SCOUTBOOK

Rules for Social Media (an all BSA communication)

Keep it relevant

- Post only Scouting related information
- No religion, politics, strong opinions etc
- No foul language (profanity)
- Must be clean (no potty humor, references to undergarments, nudity, alcohol or drugs, sexual orientation, etc.)

What to Post:

Post Scouting, Camping
Related Memes

Announcements &
Reminders - Use your Social
Media page for
announcements & reminders
that are available to the
public, such as fundraising
activities and Ceremonies

Administration & Management:

- Only allow a few people to edit the page (2 or 3)
- Always have more than one Admin role. Admins can delete themselves and others and a page without administrators can't be managed or deleted

Why Use Facebook (or similar)?

Parents & Family love to see lots of pictures, but texting and e-mail have many issues:

Size limits: **E-mail** limits how big a message can be and **Texts** make images & videos smaller to limit bandwidth

Deliverability Issues: **E-mail** limits how many messages can be sent in an hour; you could get blacklisted and **Texts** limits the number of recipients per messages, **and** you don't know when a message isn't received.

Instantly Available to Everyone - Don't worry about forgetting Skylar's parent in the e-mail/text chain!

Encourage Conversation without "blowing up" everyone's phone.

Social Media Compliments Your Website

Use your website to:

Provide information about Boy Scouts and your troop, such as

- Your location & meeting info
- Joining requirements
- What's coming up next
- Important forms & information (health forms, merit badge info, etc)
- Contact Information

Use Social Media to:

Share pictures & fun stuff to families and extended families

- Share public events
- Share pictures of ongoing events
- Build excitement about troop activities
- Engage non-resident family members (they are donors or future donors!)

Pictures

Remember to get permission to post pictures on Social Media from the individual, or their parent, being photographed.

- Change the profile picture often
- Post event pictures during the event if possible and immediately after the event – If using Facebook, use the “Pages” app to make posting & management easier.
- Be inclusive on your pictures. Take time to make sure you get a picture of everyone and don’t post duplicate pictures.
- Post mostly group shots
- Make sure all photos depict scout appropriate activities and BSA rules are being followed (ie, no smoking, inappropriate dress, etc.)

Monitoring

Don't post it & ignore it. You are responsible for protecting the youth in-person and online.

Monitor the Comments and Reply

- Make sure comments are appropriate and courteous
- “Like” or “Upvote” comments and answer questions
- Respond to questions promptly
- Your social media is a reflection of your Pack/Troop. Keep it upbeat, exciting, and relevant.
- Ban repeat offenders.

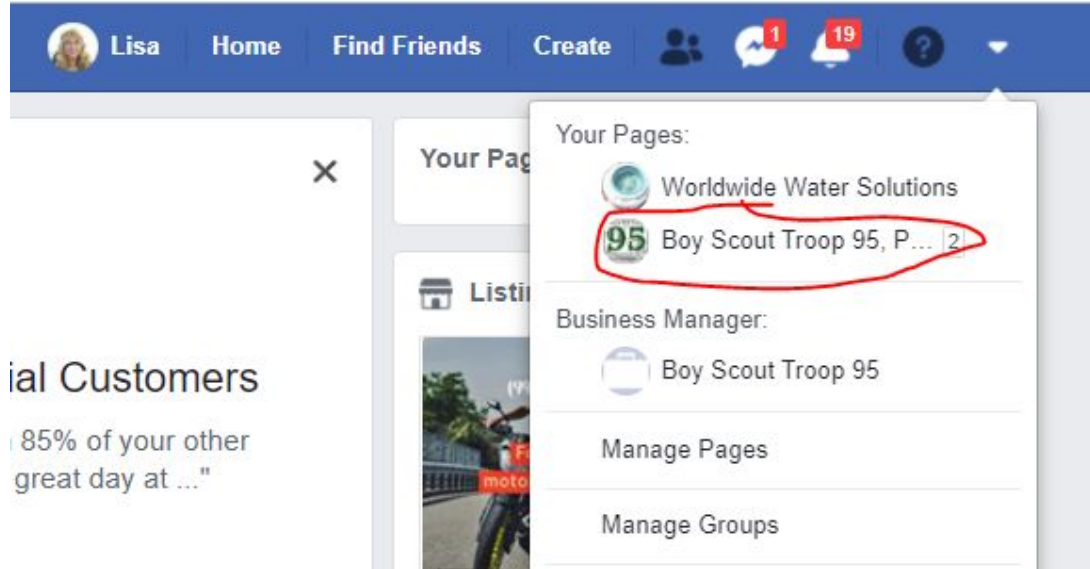
Getting Started with Facebook

Facebook pages are always linked to a personal Facebook account, but information **does not** flow between the two.

To make a **PAGE** for your Unit,

1. Login to your Facebook
2. Go to facebook.com/pages/create
3. Click “Community or Public Figure”
4. Follow the instructions.

To manage your page, login to Facebook and click the triangle in the upper left. Choose the page to manage.



Administrators & Editors

Always have two administrators!

- Administrators can delete themselves
 - You can't add an administrator to a page without administrators
1. **First**, make sure the person you want to invite has Liked your page
 2. On your **PAGE**, click "Settings"
 3. Click "Page Roles" on the Left
 4. Type the name of the person to add and give them the desired role.
 5. The invitee must accept the invitation in their personal facebook page.

Other Settings & Notifications

Here you can change your page's visibility and what notifications you get. Read through the options and choose the ones that work best for you.

Managing your Page on the Go

For Facebook, download the “Pages” app - it is the only way to manage your page on mobile devices

Other platforms have their own app.

App Store Preview

This app is available only on the App Store for iPhone and iPad.



Facebook Pages Manager

Facebook, Inc.

#29 in Business
★★★★★ 2.2, 10.7K Ratings

Free

The image shows the Google Play Store interface for the Facebook Pages Manager app. The app is listed as "Facebook Business" with a rating of 4.5 stars and 1,517,205 reviews. It is marked as "Everyone" and "Compatible with all of your devices". A green "Installed" button is visible in the bottom right corner. The interface includes a search bar, navigation tabs for "My apps", "Shop", "Games", "Family", and "Editors' Choice", and a sidebar for "Account" and "Payment methods".