

Social and Earned Media Training for Scouting Leaders

Presented by:

Jennifer Stephens, Sagebrush Communication
Crater Lake Council, Marketing Chair

Outline

- Who, what, when, where, how and why of social and earned media
- Provide examples, templates and resources for immediate use
- Questions?
 - Contact: Crater Lake Council office
 - Contact: Jennifer@SagebrushCommunication.com

WHY

social media

“People don’t ‘buy’ what you do, they ‘buy’ why you do it.”
– Simon Sinek

- Build positive awareness about Scouting
- Visual storytelling as a recruitment tool
- Frequency and consistency for memorable messaging

Example

social media





Medford Boy Scout Troop 20

Sep 30, 2020 · 🌐

Adaptable and Resilient. Troop 20 has done an amazing job steering through the changes during these past 6 months. Zoom troop meetings? ✓ Social distance Eagle Scout projects? ✓ Covid 19 Scouting for Food? ✓ Virtual Merit Badges and Summer Camp? ✓ Rank advancements? ✓

And a little rain was no match for Troop 20's Court of Honor. Congratulations to all scouts on a job well done and for following the Scout Law, AND being adaptable and resilient.

  You and 13 others



Like



Comment



Share




WHO

social media

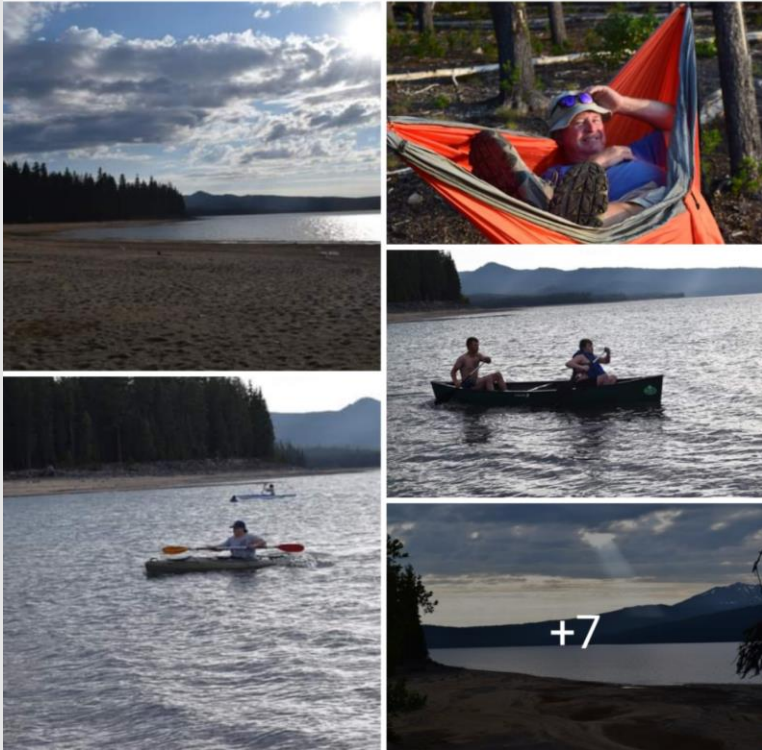
- Two people within each unit
 - Primary and backup poster
 - Assign specific roles
 - Example: one person news clips and BSA brand vs. other event photos
- Interest, active personally in social media
 - Receive comment and direct message notifications
- Ability to post
 - Technology
 - Time

Example

social media

 **Tana Sather** Aug 12, 2020 · 📍 ⋮

Troop 9082 had an AMAZING week at Camp Makualla! We had the Mazama campsite and beach to ourselves! Fishing, kayaking, canoeing, camping.....what more can you ask for?!? Social distancing at its best. Contact Crater Lake Council if you want to rent the camp like we did!



The collage consists of six photographs: top-left shows a wide view of a lake under a cloudy sky; top-right shows a person relaxing in an orange and blue hammock; middle-left shows a person in a white kayak on the water; middle-right shows two people in a green canoe on the water; bottom-left shows a person in a white kayak on the water; bottom-right shows a view of the lake and mountains with a '+7' icon.

WHAT

social media

- Visually compelling content
 - Photos, videos w/ short description or call to action
- News stories about unit or neighboring
- BSA brand center materials
- Testimonials
 - Volunteer and Eagle template

Question:

What are the most effective ways to recruit and stay recruiting after fall push?

- Keep promoting
- Keep inviting
- www.craterlakecouncil.org/leader-resources/recruitment/

BSA Brand Center

social media



www.scouting.webdamdb.com

Google: BSA Brand Center

Example

social media



WHEN

social media

- Make a plan with attainable goals
 - Quality over quantity with consistency
 - 1-2 posts week
- Review content calendar at committee meetings
 - Reminder for everyone to collect photos and videos

Example

social media

 **Wild Rivers Scout Outreach** ...
Jul 27, 2020 • 

Today's video was made by local Scout Dylan. It covers requirement 1b for the Webelos/Arrow of Light adventure Castaway.



WHERE

social media

- Post on unit page
- Share unit post on your personal page
- Share unit post into local community groups

Question:

What is the difference between a page and a group?

- Unit page is a public profile with followers
- Unit/district/community group is a discussion forum

Tip:

Leaders invite people to like the unit page

Encourage engagement with unit page to boost performance

Example

social media



Jennifer Stephens ► REDMOND - Community Connection

2d • 🌐

Looking to get your kiddo(s) ages 5-18 involved in something (...anything, haha) in Redmond? Specifically interested in Cub Scouts or Boy Scouts? I'm Mama to a Lion Cub (Kindergarteners) and active with our pack and troop locally. Scouting looks different during COVID, but we're still doing what we can for Scout development and the community. Happy to answer any questions you have!



Jennifer Stephens

2d • 🌐

Outdoor [Cub Scouts pack 27 Redmond](#) den meeting today 🧡🧡 Our activities were learning about the six essential items for every campout or hike and running a relay in the field!

Scouting looks different during COVID, but we're still doing what we can for Scout development and the community. Happy to answer any questions you have if you are interested in joining!



Megan Bright

My son is 8 and would love to get some more info

Like · Reply · 2d



1



Jennifer Stephens replied · 3 Replies



Lindsey Sharp

I would love some info on this, please! My son is 7 and would love it 🥰

Love · Reply · 2d



1



Jennifer Stephens replied · 1 Reply



Jim Eitzen

I loved cub scouts as a young boy.

Love · Reply · 2d



1



Ron Osmundson

What age do they have to be to sign up. My kid will be 5 in June. Can I sign him up now?

Like · Reply · 2d



1



Jessica Carr replied · 4 Replies



Jennifer Stephens

This is awesome there is so much interest! Feel free to PM me with any questions and I'll answer what I can or redirect to the right person. For people generally interested in Scouting this website has lots of info too: <https://www.scouting.org/>



SCOUTING.ORG

Boy Scouts of America | Prepared. For Life.™

Prepared. For Life.

Like · Reply · Remove Preview · 2d



Amanda Linck-Flores

Is there a program for 3 to 5 year olds?

Like · Reply · 1d



Jennifer Stephens replied · 1 Reply



Erika Laine Weber

Hot much does it cost to join?

Like · Reply · 1d



Erika Laine Weber replied · 4 Replies

HOW

social media

- Written content
 - Short description, purpose
 - Long description, hook
 - Call to action
 - Link, if applicable
- Visual content
 - Photo
 - Video
 - Logo or branded material

www.craterlakecouncil.org/leader-resources/marketing-tools/

Example

social media



Cub Scout Pack 103

Sep 18, 2020 • 🌐

This week's focus is on trees!
How to tell different types apart and the different parts that make up a tree. Special focus on the apple tree. One of our field trips we have tentatively planned (depends on smoke) is to go apple and pear picking.



Example

social media



TUESDAY, SEPTEMBER 29, 2020 AT 6 PM PDT – 7 PM PDT

Join Cub Scouts in Klamath Falls

Kit Carson Park Klamath Falls Oregon • Klama...



Edit



Copy Link



Add to
Calendar



Duplicate
Event

Event by Boy Scouts of America - Crater Lake Council

Kit Carson Park Klamath Falls Oregon
Leroy St., Klamath Falls, OR 97601 · 141.6 mi

Price: Free · Duration: 1 hr

Public · Anyone on or off Facebook



WHY

social media
&
earned media

“People don’t ‘buy’ what you do, they ‘buy’ why you do it.”
– Simon Sinek

- Build positive awareness about Scouting
- Visual storytelling as a recruitment tool
- Frequency and consistency for memorable messaging

Example

earned media

KTVZ - NewsChannel 21 ✓
October 1, 2020 · 🌐

Bend 17-year-old Martha Schwarz is the last in her family to attain the Eagle Scout badge -- all of her brothers earned the honor, as did her late father -- but she's one of the first female Eagle Scouts in scouting history. [Blake Allen KTVZ](#) has the story.

KTVZ.COM
Bend teen set to become one of the first female Eagle Scouts in history - KTVZ
Bend 17-year-old Martha Schwarz is the last in her family to attain the Eagle Scout badge -- b...

👍❤️😲 You, Tim Knopp, Jessica Taylor and 1.4K others 115 Comments 91 Shares

Love Comment Share

WHO

earned media

- Identify a unit volunteer media person
 - Send press releases
 - Respond to media inquiries
 - Coordinate interviews
- Identify a Scout media person
 - Willing and able to give interviews with media
 - Comfortable with photos and video publicly shared

Example

earned media

 **KTVZ - NewsChannel 21** ✓
9h · 🌐

Video: As his Eagle Scout project, a Bend High senior has - with much help -- built an outdoor classroom for his former middle school.



KTVZ.COM
Bend Eagle Scout gives back to the community - KTVZ

  66 1 Comment · 6 Shares

 Like  Comment  Share

WHAT

earned media

- TV, newspaper, radio story
- Live interview
- Community calendar listing

Example

earned media

 **Cub Scout Pack 103** Jan 11 

Kobi5 shared our Scouting for Valentine's



KOBI5.COM
Cub Scouts in White City asking for signed valentine cards - KOBI-TV NBC5 / KOTI-TV NBC2

WHEN

earned media

- Public service projects or events
 - Scouting for Food
 - Christmas tree recycling
 - Eagle projects
 - Achievements
 - Resiliency stories
 - Scouting through COVID

Example

earned media

Boy Scouts begin Christmas tree pickup

By BRIAN RATHBONE The Bulletin

Updated Dec 29, 2020



Nathan Cupit works on loading a Christmas tree into a trailer while participating in the Boy Scout tree collection in Bend on Saturday, Dec. 30, 2017. (Ryan Brennecke/Bulletin file photo)

RYAN BRENNECKE/The Bulletin

WHERE

earned media

- Refer to Council media contacts list
 - Add your local community contacts
 - Local news
 - Chamber of Commerce
 - Community 'bulletin board' outlets

Example

earned media

 **Cub Scout Pack 17 - Jacksonville, Oregon** ⋮
Aug 30, 2020 • 🌐

Thanks for featuring an article about us [Applegater Newsmagazine!](#) Just in time for our recruiting event! [#ScoutMeln](#)



HOW

earned media

- Press release, template available
 - Send two weeks out from event for community calendars
 - Send one week out for stories that may run prior to event
- Media advisory, template available
 - Send media advisory two days before event
 - Follow-up early morning of event

Question:

What is the difference between press release and media advisory?

- Press release is longer, more informative
- Media advisory signals sense of urgency, action for photo/video

Example

earned media

MEDIA ADVISORY FOR TODAY, SATURDAY, NOVEMBER 14, 2020

With interview, photo and video opportunities

Contact: Jennifer Stephens, Parent Volunteer, Pack 27, Redmond

Email: jennifer@email.com

Phone: 123-456-7890

Scouts Collect Food for Local Community Members in Need

BSA Troop 9027 with the help of Cub Scout Pack 27 carryon annual food drive

Redmond, Ore. - Scouting for Food is an annual one-day food drive across the nation. Today, Scouts in Central Oregon are participating, even though the traditional collection methods look a little different to comply with COVID-19 health and safety guidelines.

Scouting for Food is Scouting's community stewardship project aimed at addressing the problem of hunger in the community in which we live and work. Scouting for Food is a project rooted in the very foundation of the Scouting movement. Through initiative and hard work, the Boy Scouts have developed a framework that can help local food pantries feed tens of thousands of needy local residents with emergency aid.

(Scouting for Food logo attached)

INTERVIEW OPPORTUNITIES

w/ BSA and Cub Scouts

w/ Parent volunteers

EVENT DETAILS

Saturday, November 14

9:00a.m.

Community Church, 237 NW 9th Street, Redmond

Scouts gather for maps and assignments at Redmond Community Church at 9:00a.m.

A final weight of collection will be calculated at 3:00p.m.

Scouting creates opportunities through programs and activities that allow youth ages 5 to 18 to try new things, provide service to others, build self-confidence and reinforce ethical standards.

####

CLOSING TIPS

social media
&
earned media

- Follow neighboring unit pages
 - Like, share, engage
- Follow Crater Lake Council pages
 - Facebook: @CraterLakeCouncil
 - Instagram: @bsacraterlakecouncil
- Contact Crater Lake Council for advertising, general assistance
 - Reference www.craterlakecouncil.org/leader-resources/marketing-tools/
- Contact other unit leaders
 - Video and graphic design help
 - Brainstorm ideas, process
- Keep Be A Scout current
 - Contact information
 - Timely follow-up on leads
 - Sign-up for Council-wide online application training on February 2!

Examples

social media
&
earned media



Cub Scouts of Ashland, Oregon

Apr 6, 2020 • 🌐

We miss you all, but for now we will Scout from home!

April 2020

Here is the plan for Cub Scouts in Pack 112 this month. Don't hesitate to connect with your Den Leader or the Cubmaster if you have any questions! We miss you and can't wait to meet again, but for now stay safe and stay at home!

- Work on ScoutStrong Award at home
- Complete at least 1 Adventure Loop of your Choice at home
 - [April 25-26: Backyard Campout](#)
 - [April 27: Virtual Pack Meeting](#)



Pack 18 Bend, Oregon

October 3, 2020 • 🌐

Hey Pack 18 Scouts. Leo got his Webelos Elective Adventure Box in the mail today. Check out the supplies! If you are interested in ordering a Box (either for required adventures or elective adventures) to help you get your tasks done, let your Den Leader know.



Wild Rivers Scout Outreach

Dec 28, 2020 • 🌐

This video is about the over hand knot and the square knot from the Wolf handbook.



Social and Earned Media Training for Scouting Leaders

Presented by:

Jennifer Stephens, Sagebrush Communication
Crater Lake Council, Marketing Chair