



How to Promote Your Scout Group Through Facebook Community Groups

An effective way of promoting your Scout Group is becoming active and well known within your local community.

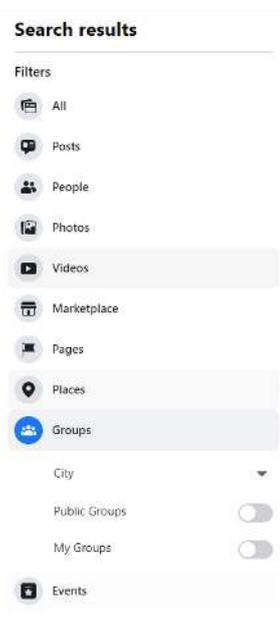
One way to do that is to join Facebook groups that are based within your local communities and using those platforms to promote your Scout group and Scouting in general.

How to Join Local Community Facebook Groups

1. Login to Facebook and click into the search bar on the top left-hand corner of your Screen
2. Start typing in the location that your Scout Group is in, followed by keywords that revolve around local community such as
 - Community Group/Page
 - Outdoor Activities
 - Local Council
 - Local Community
 - Local Loop
 - Volunteer
 - Etc.

For example, if your Scout Group is located in Sydney's inner west, you could type in "Sydney Inner West Community Group" and have a look at what shows up there. Typing in the suburb of your scout group is also highly recommended.

To make the search easier, you can also filter by groups by clicking the option on the left-hand side:





3. Once you've found a suitable group to join, click on it. This will redirect you to the Group page where you can then click on "Join group" in the top right corner.

Depending on the group, you may need to answer questions.

After you click join, and answer any questions, you will then need to wait to get approval into the Group from the Groups admins.

Note: You will need to join the group as an individual, you won't be able to join as your Facebook Page.

4. Once you have been approved to join the group, it is best practice to message the admins of the page and ask them about getting permission to post regularly, how often you're allowed to post, the type of content you can post etc. Once you're across what you can and cannot do, it is time to create some content!

How to post, what to post, and when to post

1. Ultimately, the aim of engaging through local Facebook community groups is to promote your Scout Group and Scouting in general, as well as to also encourage membership enquiries.

Before you begin posting to groups, make sure your Public Scout Group Facebook Page has the following:

- a) Scouts Logo
 - b) Up-to-date contact details
 - c) An option to be messaged using Facebook messenger
 - d) Posting Regularly
 - e) Images/videos in those posts
2. Once you're happy with the look and feel of your Facebook page you can start writing and developing content to share to local Facebook community groups.

1st Glossodia Scouts are a great example of the type of content and posts you should share. Their posts focus on the latest activities their Scouts have gotten up to, activities that are coming up, as well as generally promoting their Scout Group.

These posts are created using a standardised look and feel that is consistent across all pages, helping general users to recognise and identify a 1st Glossodia Scout group post.

Here is an example of it:



1st Glossodia Scout Group

1st Glossodia Scouts continued Scouting over lockdown virtually, but now we are back in the real world!

We offer a huge range of outdoor activities for youth aged 5 to 18.

For the rest of the year, and beyond, we will go hiking, camping, canoeing, snorkelling, scuba diving, liloing and more!

Join
1st GLOSSODIA SCOUT GROUP
Active Outdoors Social

Want to know more? | E: info@glossodia.org.au | Send a pm



As you can see, whilst this post highlights what they've recently gotten up to, they also include wording around what ages can join, contact details, and general language around joining their scout group.

They also use lots of photos to portray the different kinds of adventures Scouts gets up to.

When writing and creating your own posts, you can use Glossodia's content as inspiration for your own.

And remember to keep it interesting and engaging!

NOTE: Make sure you have approval from parents to post if any kids from the scout group are featured and/or make sure they're not recognisable.

3. After you're happy with the content you're creating, try and stay consistent with the amount you post.

Following on the Glossodia example, their Group Leader has stated that she posts twice a week in local Facebook groups (sometimes less depending on agreements with admins).



By staying consistent with posting, you stay front of mind across many users who frequently engage with groups and pages.

4. After posting regularly, you should hopefully start to generate membership enquiry. As a rule, try not to let enquiries go cold. It is best practice to reply as soon as possible to capture hot leads. Ask for contact details and provide further details on Scouting and what your Scout Group is about.

To emphasise, **follow up quickly!**