



January 2022

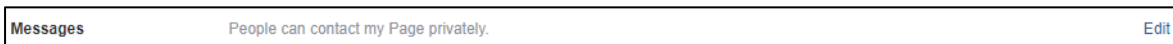
## The Importance of Facebook Messenger for Scouts

Facebook Messenger is Facebook's dedicated messaging app and platform. Here are some benefits in using Messenger for your Scout Group:

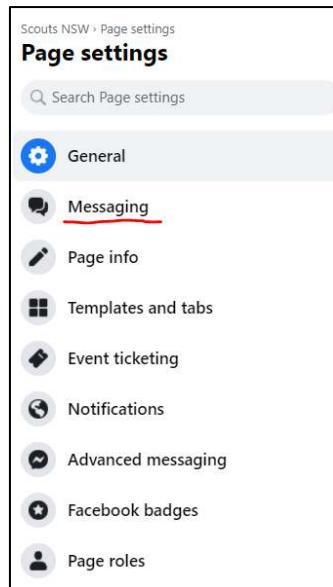
- Facebook Messenger is free to use for anyone with a Facebook account/page and an internet connection.
- Members of Scouts appreciate quick responses and availability. With Messenger, Scouts members can quickly message your Facebook page at any time, and you will be able to reply to a Scout related enquiry with the touch of a button.
- The Messenger app will allow you to reply to an enquiry wherever you are.
- You can set up automatic replies with Messenger which will advise people that have contacted your Facebook page that you will be in touch with them shortly.
- You will build trust in your Scout Group. If your Scout Group is open to dialogue at any time, your Group is easier to trust.
- Messenger is a good channel for conversations that are better kept private.

## How to Enable Messenger & Set Up Automatic Replies on your Facebook Page

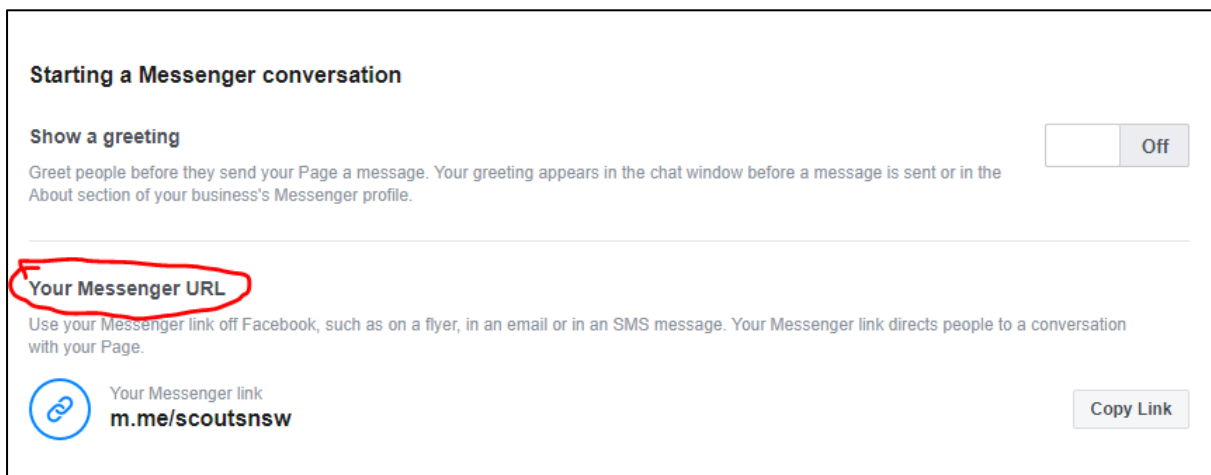
1. Login to Facebook and go to your Facebook page. Click on **'Settings'** at the top right corner.
2. Next, ensure that you have Messages enabled for your page. Look for **'Messages'** then click on Edit.



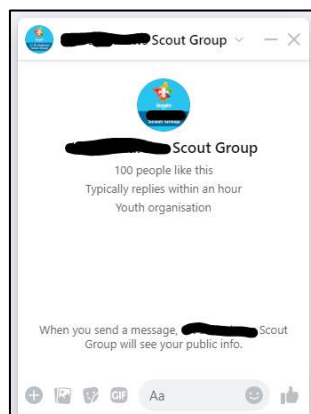
3. Tick the box to allow people to contact your page privately. Click **'Save Changes'**.
4. You will now be able to see **'Messaging'** on the left sidebar. Click on it.



5. Create a Facebook Messenger username and link.



Here, you can also 'Show a greeting'. A greeting is a chat window that appears on your Facebook Page which allows people to click on it and directly message your page.



You can also add Messenger to your Scout Group website by clicking **'Get Started'**.

**Add Messenger to your website**

Let people start a conversation on your website and continue it in Messenger with the chat plugin. It's easy to set up, and we'll give you the code to add to your website.

**Get Started**

From here, you can set up your chat plugin and enable chat on your Scout Group website.

This adds another channel that people can contact your Scout Group through.

**Set up your Chat plugin** Set up

Enable chat on your website in just a few simple steps. We'll guide you through the process.

Website domain  
https://www.nsw.scouts.com.au/

**Start the conversation** ▼

Customise an automated welcome message to help start conversations. You can also suggest questions that people can ask, then customise automated responses to those questions.

**Customise your Chat plugin** ▼

Change the colour and alignment of the Chat plugin to complement your brand.

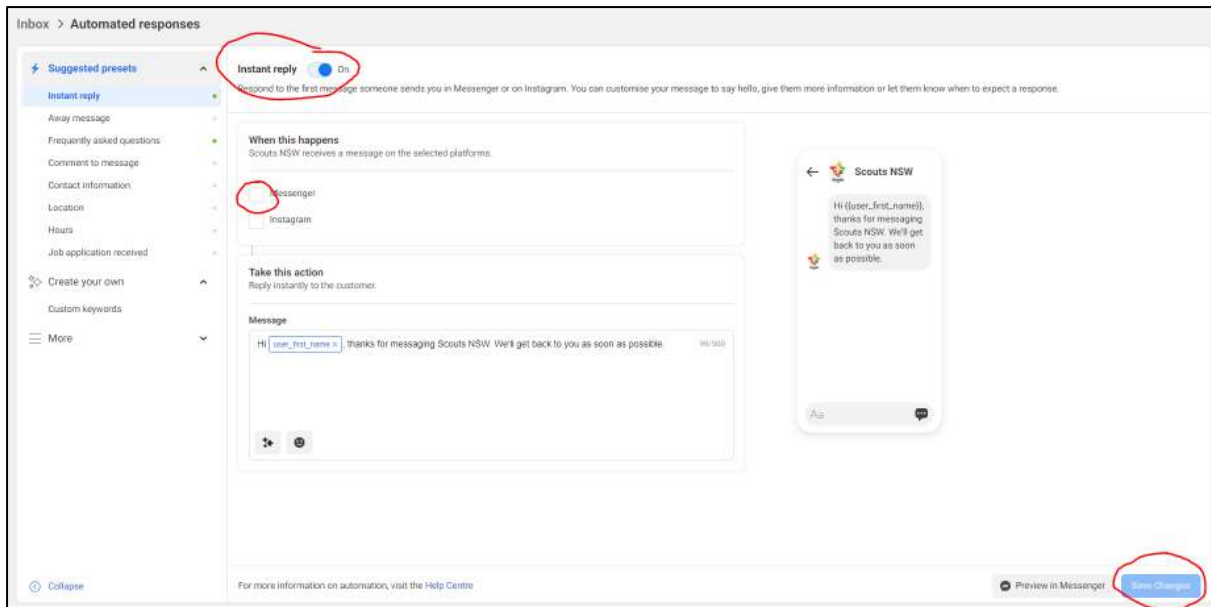
- To set up an automatic reply, go to the **'During a Messenger conversation'** section and click **'Set Up'**.

**During a Messenger conversation**

Set up automated responses Set Up

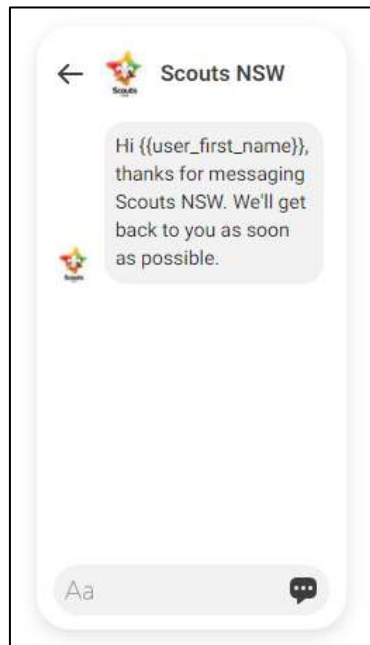
Customise responses that are automatically sent to people in the "Automated responses" tab in Inbox.

- Turn on **'Instant reply'** and select **'Messenger'**.
- Type your message and click on **'Save Changes'**.



Here, you can also turn on and customise an 'Away message'.

9. Now when someone sends you a message on your Facebook page, they will see something like this instantly.



## Child Protection