



Scouts NSW - Social Media Guide



GETTING STARTED ON SOCIAL MEDIA



GETTING STARTED

UNDERSTAND RELATED POLICIES AND GUIDELINES

- Social Media Guidelines >
https://nsw.scouts.com.au/wp-content/uploads/2010/10/Social_Media_Guidelines_Sept2021-update.pdf
- Code of Conduct >
https://nsw.scouts.com.au/wp-content/uploads/2020/09/ScoutsNSW_CodeofConduct_CodeofEthics.pdf
- Scouts Australia Brand Guidelines >
<https://scouts.com.au/wp-content/uploads/2020/09/Scouts-Australia-Brand-Book-Jan20.pdf>

CHOOSING A SOCIAL MEDIA PLATFORM

There's no need to have an account on every platform. We recommend being active on Facebook and Instagram as they are the simplest to use and engage with a large number of Scouts typical target audience (parents of youth, aged 30-60).

UNDERSTAND YOU ARE REPRESENTING SCOUTS

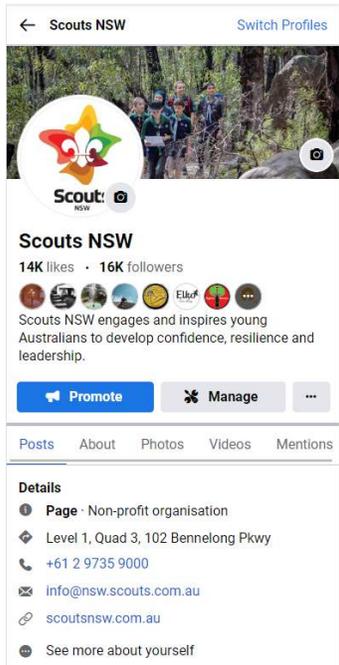
You are the current custodians of an iconic brand with over a century of history and worldwide recognition – this is important to remember both when communicating and representing the Scouts brand, and also when using the Scouts brand to your advantage to increase awareness of your Group.

FOLLOW AND CONNECT WITH LIKE-MINDED PAGES

Make sure you follow the main Scouts NSW accounts on Facebook and Instagram, as well as other groups in your area, your region, or your district. This helps with staying up to date with information as well as sharing ideas. After all – social media is about **CONNECTION**.



SETUP YOUR SOCIAL ACCOUNTS



- Upload an **official logo** – whilst we know groups have their own unique logos, we recommend the official Scouts NSW logo. The Scouts logo is iconic and recognizable and adds credibility to your page through our shared visual identity.
- In the ‘about’ section, check your address and opening hours are correct. Opening hours should reflect your regular weekly meeting times.
- Contact details: We recommend using the GL.groupname@nsw.scouts.com.au email address to future-proof your page
 - Bio: you can write your own, or use *[group name] Scout Group offers a fun range of activities for children aged [age ranges at your specific group]. Whether bushcraft, sports, adventure, leadership, our youth-led and adult supported approach give children the confidence to thrive.*





USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

POST WITH INTENT

If a post does not serve a purpose, or achieve a goal, don't waste your time.



MARKETING & SOCIAL MEDIA GOALS

- Does this build awareness of your centre, of Scouts purpose, or of a specific class/program within our centre?
- Is this engaging with our current customers, or with our local community?
- Is this gaining a new customer by delivering a CTA and a lead to the business?

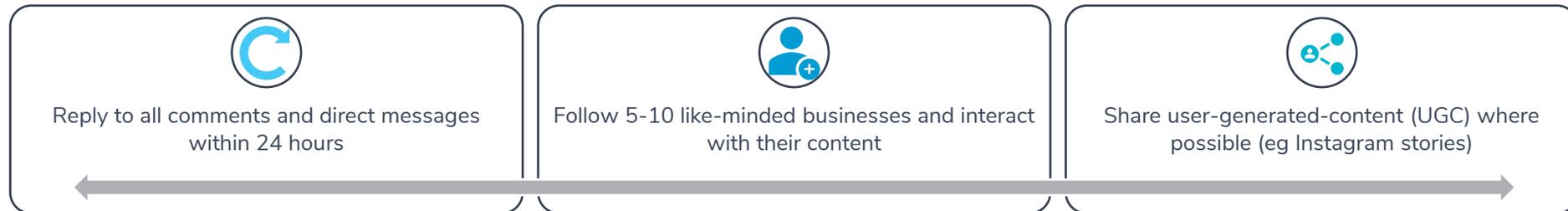


USING YOUR FACEBOOK PAGE AS A PROMOTIONAL TOOL

ENGAGE WITH YOUR COMMUNITY

“Be where your customers are”.

As our members are active on social media – so should we. It is important to engage with our community in three key ways:



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL - GROUPS

STICK TO THE PLAN

Develop your plan and stick to it!

Develop **content buckets** relevant to your individual centre, use our post ideas relevant to these buckets, and plan your posts ahead of time using a social media calendar template and the “schedule” function in Facebook (and Instagram).

<https://business.facebook.com/>

EDUCATE

Highlight one specific age section and what activities they do

Benefits of Scouting – resilience, confidence, team work

Group information – section meeting times, contact details

What to bring / what to pack for camp

ENTERTAIN

POV (point of view) – eg participating in activity 'GoPro' video style

"a day in the life" - behind the scenes of a Leader or a youth member

PROMOTE

Free trial for new youth members

Call-to-action, eg enquire now!

ENGAGE

share testimonials

meet our Leaders

user generated content



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

BE CONSISTENT

- Members and prospective members learn to expect how and when you will post. Commit to a schedule you can maintain and be consistent!
 - Aim to be 1-2 weeks ahead in your scheduling so you have flexibility to adapt to operational requirements without missing the opportunity to share on social media.
- Batch create your content – for example:
 - photograph your Leaders when they turn up for a meeting, and you have “meet the team” content for the next 2 months!
 - Take investiture photos or award ceremony photos and you can share these to show opportunity and progression
 - When you have an event coming up (eg open day), schedule four once-a-week reminders right away, don't wait!



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

ADD VALUE (DON'T JUST SELL)

How can you add value to your customers experience and interaction with our business – are you also sharing tips and tricks, celebrating success, or communicating information? Social media is about being SOCIAL and having a **two-way conversation with your community**, not ONLY about one-way selling of prospective new customers to the business.

Think about listing your most common customer **FAQ's and pain points** and answering these questions as your posts!

FAQ or pain point	Possible content
Do you offer a free trial?	Thinking of joining Scouts? Come along and try it out for free! Send us a message for all the info on what section is best for you, and when you can get started.
What activities do you offer?	It's our Unit's end of term review, where we think about the activities we enjoyed and what we want to do next term! Highlights were campfire night, a weekend bike ride with the Cubs and Scouts together and celebrating Mia's Grey Wolf Award achievement.
When do you meet?	On Friday night, our Scouts hiked around the local track 'name'. This was planned by Patrick as part of his milestone achievement and his Outdoor Adventure Skills, as was enjoyed by all!



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

SHARE A VARIETY OF CONTENT TYPES

- Feed, stories, reels, carousels, photos, boomerangs, videos.
- Remember: use HIGH QUALITY images and videos. **Clear, bright, in focus, local.** See the [photography tips and tricks document](#) for details on how to take a great photo.
- Ensure you have required permission of anyone identifiable in the photos/videos that you use on your page. [Privacy Policy](#) covers Scouting events ONLY as it is agreed to by our members.

BE AUTHENTIC

- Use real images (not images from Google or istock), ensure your tone of voice reflects Scouts values, share user-generated content (UGC) where possible, share customer successes.



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

YOUTH PROTECTION AND SAFETY

At all times – consider how policies and procedures also apply to digital platforms. Ensure you are always engaging with customers in a professional and responsible manner.

When posting images of our customers, members or youth, ensure you evaluate both the image and the words to ensure we are reflecting safe practices and Scout values.

This includes:

- Is the image appropriate?
- Does the image/video reflect correct practices, for example two-deep leadership, correct safety equipment on activities, values of Scouting
- Refer to people with first name only as best practice



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

LANGUAGE

OUR VALUES



- Integrity
- Care
- Respect
- Self-confidence
- Cooperation

KEY MESSAGES



- Fun and friendship
- Leadership
- Inclusive and welcoming
- Range of activities
- Build skills for life

TONE OF VOICE



- Youthful
- Fun and positive
(eg 'remember' rather than 'don't forget')
- Confident
- Conversational
- Inclusive (we/us/our)



USING YOUR SOCIAL ACCOUNTS AS A PROMOTIONAL TOOL

IMAGERY

1. Scouts in Action
2. From a Scout Point of View

ACTIVITY CENTRE TOP SHOTS

<https://www.dropbox.com/sh/07q2pkupya026jn/ABtjWSBCubBB5d8UuL2uDu3a?dl=0>

Scouting in Action



From the Scouts Perspective



POST IDEAS

Sample social media campaigns can be found on the Scouts NSW Trello Board

<https://trello.com/b/Mffjr7oL/scouts-nsw-social-media>

Customised branded graphics can be created via Canva, which are also linked on Trello



- Staff Member of the month/week
- Welcome new staff
- Activity/program feature or highlight
- What to pack for camp
- Days of significance i.e. Mothers Day, Father's Day, Outdoor Educators Day
- Customer testimonials
- Positions vacant
- What's new
- Share partner post or event e.g. Jindabyne community
- Quotes: inspiring or motivational quotes related to Scouting or outdoor activities
- Question box on stories
- Polls via Instagram stories



INTERACTING WITH COMMUNITY ON SOCIAL MEDIA



INTERACTING WITH COMMUNITY



FACEBOOK MESSENGER

Customers these days expect businesses who are active on social media with posting content, to also be active in replying to direct messages and comments.

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** in Facebook Messenger to help answer with frequently asked questions, or default messages.

How to setup Facebook Messenger Guide
<https://nsw.scouts.com.au/wp-content/uploads/2022/05/Automatic-Replies-Guide-2022.pdf>



INTERACTING WITH COMMUNITY



FACEBOOK GROUPS

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 new membership enquiries.

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

- ✓ Scouts Logo
- ✓ Up-to-date contact details
- ✓ An option to be messaged using Facebook messenger
- ✓ Posting Regularly
- ✓ Images/videos in those posts

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.



INTERACTING WITH COMMUNITY



HOW TO JOIN A FACEBOOK GROUP

Log in to Facebook, and search for your suburb or local area name, followed by “community noticeboard” or similar. Examples include “Central Coast Noticeboard”, “Macarthur Community Group”, “Mid-Coast Noticeboard”. If the search results are too broad, you can filter search on the left side to show ‘groups’.

Click ‘join’. If you are also an administrator on your group’s Facebook Page, you may be able to join as a person or join as a page. Either is suitable.

Group setup varies, and may be public or private, may allow business posts or may not. Please ensure you read any group rules that are relevant before interacting.

How to post to community pages

<https://nsw.scouts.com.au/wp-content/uploads/2021/11/How-to-Post-on-Community-Pages.pdf>

