



Narragansett Council

**Welcome to the
October Roundtable!**

SCOUT ME IN™





Opening Ceremonies





Agenda

- Opening Ceremonies
- Introduction and Announcements
- Big Rock
 - Unit Promotion/Social Media
- Commissioner's Minute
- Program Breakouts
 - Cubs (Here) and Scouts (Library)
 - Committee Chairs: Rechartering





Introductions and Announcements

Introductions

- Attendees and Units
- Staff
- Guests

Announcements

- Video Presentation
- “Live”
 - Scouting for Food
 - Family Friends of Scouting
 - Scouting for All Abilities
 - Rechartering





Big Rock



Unit Promotion/ Social Media





Unit Promotion/Social Media





Unit Promotion/Social Media

In-School Unit Promotions

- **Fliers—paper and electronic**
- **Posters**
- **School talks**
- **Youth wearing uniform to school**
- **Blurb in school or PTO/PTA/PTG newsletter or website**
- **Booth at an open house**
- **Video on in-school video network, if there is one**





Unit Promotion/Social Media

Out-of-School Unit Promotions

- Yard signs
- Personalized invitation emails or phone calls
- Door hangers
- Peer-to-peer
- Church bulletins
- Fliers or posters at local library or community centers
- Participation in community events
- Social media





Unit Promotion/Social Media





Unit Promotion/Social Media

- Abide by the Scout Oath and Law when posting on social media.
- Post regularly.
- Use only first name and last initial when identifying youth members.
- Avoid staged or posed photos.
- Be succinct and write for “scanners.”
- Refer any media inquiries to the Scout Executive or designee for an official response.





Unit Promotion/Social Media

Include notice that the site is not an official BSA site.

“This site is the personal [specific social media channel] of [your name or organization] and is reflective only of my personal views, thoughts, and opinions. This site does not have the endorsement of the Boy Scouts of America, and it is not an official communication channel of the Boy Scouts of America.”





Unit Promotion/Social Media

Useful Links

BSA Brand Identity Guide

<https://scoutingwire.org/bsa-brand-center/brand-identity/>

BSA Search Engine Optimization Guide

<https://scoutingwire.org/marketing-membership/digital-marketing/search-engine-optimization-guide/>

BSA Social Media Guidelines

<https://scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>

