

COMMISSIONER CONFAB

BREAKOUT SESSION NOTES

Using Social media to Grow Scouting: How Commissioner Can Help

- How can commissioners help units use social media to grow Scouting?
- What is one action you will take as a result of ideas you've had during this confab?

September 12, 2021

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Group 3 (NSTs 2, 6, 12, 16)

How can commissioners help units use social media to grow Scouting?

- Identifying sources other than Facebook will be helpful.
- Looking forward to the slide deck to present to his group and the membership committee.
- Social media can be a barrier to some of our people and we need to encourage everyone to be open minded.
- It is important to get people to use all of the elements of social media.
- All volunteers are not equally proficient with social media.
- How can we determine what units are using what elements of information?
- Might select an Assistant Council Commissioner of Technology to help other cabinet members.
- How can Geofencing be used effectively?
- It is important for units to keep their information updated. The New Member Coordinator can be very helpful in this role.
- Use Information Manager as a tool to promote recruitment.
- Peer to peer recruiting is effective.
- Roundtable can help in recruiting also; meeting people where they are, whether virtual or in person.
- Direct mail can also be valuable.
- Issue a monthly Commissioner challenge.
- A Social media class showing how to prepare flyers could help.

Group 4 (NSTs 1, 3, 9, 13)

How can commissioners help units use social media to grow Scouting?

Do you have successful examples of Social media use?

What is the value of National BSA marketing products?

How do we determine which Social media platform to use?

Can your unit be found on Social media when searched?

- Heavy use of geo-fencing for ALL unit roundups.
- Use Facebook, NextDoor, Twitter. Sending social media training teams to Roundtables, finding a big increase in social media presence of units that experienced these Roundtables.
- Council -wide training and recruiting of social-media-savvy volunteers. Also emphasizing piggybacking on local school PTO social media. Also ensuring BeAScout Pins are updated.
- Heavy use of social media for internal communication.
- Encouraging Scouts to post on their own social media, peer-to-peer (monitored with care).
- Use local university students to upgrade their web/social media presence.

- Seek Information Technology professionals, social media influencers to volunteer in making these efforts.
- Heavy use of social media at council level, especially to advertise camps; need to drive it down to units.
- Social media use is rudimentary, but certain units are way beyond the council in community outreach.
- All unit commissioners are not tech-savvy, so we need to make sure they know how to get the social media resources.
- Council commissioner has appointed an assistant council commissioner for tech-integration (said person is it professional). Assistant council commissioner will be pushing social media tools to Roundtables. The hurdle is to find the district/unit volunteers who are innovative in social media to receive this info.
- Not very engaged in social media; various units use different social media voices.
- Using Geo-fencing, NextDoor. Advocate for Brand Center – it has Amazing Stuff.

Group 2 (NSTs 5, 7, 11, 15)

How can commissioners help units use social media to grow Scouting?

- **What are examples of great unit social media use?**
 - Forward Council and District content, adding their own spin; creative ways of advertising.
 - Advertising on internet / social media for your units to recruit (geofencing probably not actually used, but is a good tool); targeting on Facebook resulting in growth of one pack to 160 youth.
 - Facebook Live (and recording) Pinewood Derby during COVID resulting in views across the country.
 - Ships and Crews using social media with that age group being adept.
- **What is being used to forward messaging?**
 - WhatsApp, Instagram, Facebook, SnapChat, Slack, Scoutbook; OA/Venturing use Instagram. Use the ability to link accounts from different social media platforms to email or text for pushing communication.
 - Only uses Facebook.
 - Messages from Scoutbook can come through email or text - not sure if Scoutbook can be linked to a social media account;
- **How are units using Social media to offer opportunities that parents think their children would want to experience (find valuable)?**
 - Use national media, always have pictures or videos.
 - Scouting Influencer campaign, Scouters forwarding events, ideas, activities.
 - Young leaders need to understand that they can use social media for Scouting, not just normal activities; attach videos of hikes, service projects, etc.
 - Experience is unit social media used mostly for internal communication, council social media for recruitment.
 - Publicize in local papers.
 - Unit social media is most common in my council.
 - Council or unit social media pages? Units need to reach out with their Social media.
 - Council page for big picture recruiting, ideas, unit page for specific activities.
 - Communicate to circle of friends what is going on in Scouting. Don't limit your Scouting "likes" and "forwards" to Scouting friends, but all of you network contacts.
- **What one action will you take away and commit to from tonight's conversation?**
 - Don't say "No" for people.
 - Get a better handle on what units are doing now & help them in their recruiting.
 - Touch people in three different ways to see what works.

Group 1 (NSTs 4, 8, 10, 14)

How can commissioners help units use social media to grow Scouting?

- **What can Commissioners do to help units to use social media to grow Scouting?**
 - Geofencing is working. What other success stories?

- QR codes for open houses are working well.
- We have a social media campaign that is working.
- Council Facebook. Council just hired a marketing person. Looking forward to seeing what we can produce with that.
- My pack used a great Facebook page. District is amplifying events of Packs using geofencing and small ad buys.
- Commissioners are sitting down with unit leadership, reviewing the membership lists from the past few years, and then calling prospects.
- 50% school access. So, using QR codes to get info home to the parents. District and unit Facebook are successful. Also have District Roundtable Facebook page. Instagram is making a big difference. Next Door app is a really great tool.
- Next Door loves Scouting. They love videos and content for volunteers. He hasn't seen anything that would bar content on Scouting.
- Been using geofencing for a couple of years. Council is tying that together with mailed (snail mail) to potential families. Online registration helps. Asking units to prepare for internet charter and making sure every unit is online.

- **What is one action you are going to take as a result of today's discussion?**
 - Concentrated, focused calendar is great. Council is hitting all the social media outlets based on a calendar like John Hearrell recommended. QR codes are being used for everything, including Scouting activities. DFS goes to commissioner to ask for help. Council President will ask DE about a principal, and then ask how a relationship is being built if the DE does not know the school principal.
 - Challenged to get into schools. Flyers and QR codes doing well. One pack had 80 parents and 30+ prospective Scouts attend an open house. Next step is to follow-up with dropped Scouts. Want PowerPoint from John Hearrell's presentation to share with people. Never thought of Next Door app until tonight's Confab.
 - All districts have Facebook. Using all the other channels too, except Next Door. Will take that back. Only one school district is making it difficult to get into the schools. Many units have an online presence. Working on a means to post information simultaneously to each channel.
 - Councils in the NST are promoting and getting units out there. Been pushing info. Send the slide deck from tonight, and the Excel spreadsheets.