



BOY SCOUTS OF AMERICA®

Boy Scouts of America Grand Canyon Council

Social Media Training





Agenda

- Introductions
- Social media overview
- When to post
- What to post
- Building your network
- General tips
- Resources
- Questions





LAVIDGE

FOUNDED
1982

70
STAFF

\$70M
CAPITALIZED
BILLINGS

**EMPLOYEE
OWNED**

"Best Places to Work" (8x)
"Top Agency in Arizona" (6x)
"Best Places to Work for Women"





Megan Wahl *Associate Director, Public Relations*

- Megan joined LAVIDGE in 2019 to help lead several top-tier clients in their Public Relations efforts. She works with the team to create customized campaigns to help each client with their community and media outreach. As an associate director, she also manages junior and mid-level team members and any client crises that may arise.
- She has 25 years of experience strategically guiding clients to increased revenue and brand awareness through PR, social media, event planning, and content creation and implementation.
- Her PR experience spans across a variety of business sectors including real estate, commercial and custom residential development, food and beverage, commercial retail and start-ups, health and wellness, education, and non-profit organizations.
- Megan earned her BA from Arizona State University's Walter Cronkite School of Journalism and Mass Communications. Go Devils!
- Most importantly, Megan's son, Jack, is a Life Scout in Troop 41.

Contact Megan at:
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Ellanna Koontz

Senior Account Executive, Public Relations

- Ellanna joined LAVIDGE in 2019 and acts as a key day-to-day liaison serving clients across a wide variety of industries.
- Her expertise includes strategic planning, content development, expert positioning, social media and public relations planning, as well as media pitching and placement on a local and national scale.
- She secures and coordinates media for the suite of LAVIDGE clients in healthcare, non-profit, business and education.
- Ellanna earned her BA in Journalism and Mass Communication from the Walter Cronkite School of Journalism and Mass Communications at Arizona State University. She also holds a minor in personal health and a professional certificate in special events management.

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Emma Wolff

Account Coordinator, Public Relations

- Emma joined LAVIDGE in 2021 and as a PR Account Coordinator after interning with LAVIDGE in 2019. She supports all PR client teams, working on multiple accounts and ensuring smooth running of all daily tasks.
- Emma assists in the development of press releases, press kit materials, advisories, pitches and social media strategy.
- Emma earned her BA in Public Relations, Advertising and Applied Communication from Northern Arizona University.

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Social Media Overview





Facebook

Hootsuite reports:

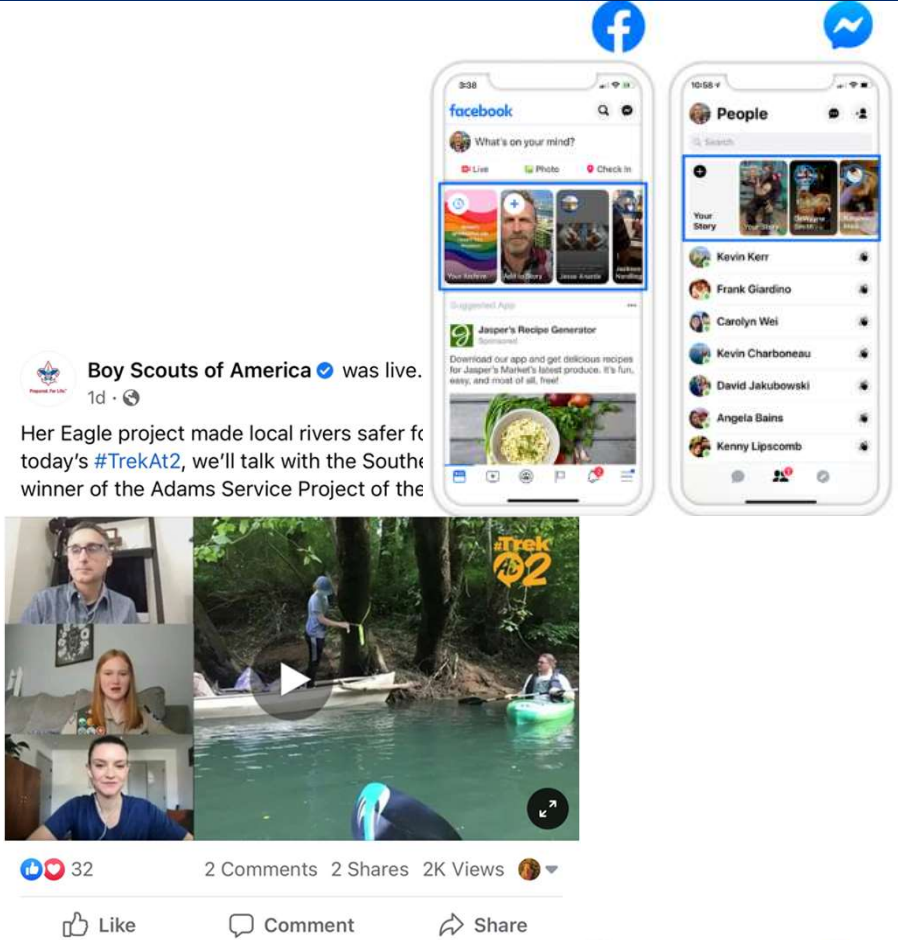
- Facebook is the most popular social network in low-income households
- In the U.S., African American and Hispanic are the most popular multicultural affinities
- Facebook is the most popular social network in rural areas
- Facebook reaches the largest number of users aged 13-17





Facebook

- Post should always include photos, video and/or links.
- For B2C brands, the best times to post on Facebook are generally between 11 a.m. and 1 p.m. EST on weekdays.
- *Facebook Stories* are also a good tool to drive followers to your posts, tease a media placement or give attention to an awareness day.
- Instagram and Facebook Stories can be shared with one post if business profiles are linked together.





f Boosted Posts

Using the Facebook Boost Post button is the simplest way to expand your reach with just a few clicks and a small investment.

Choose an existing post and select a few options (your goal, call to action, audience settings and more). It all happens on one screen, and you can be up and running in five minutes or less.

Start your strategy by creating a budget for boosted posts. The more you spend, the more people your ad will reach.

Audience
Who should see your ad?

People you choose through targeting

Audience Details

Location - Living In United States
Age 18 - 65+
Gender Female
People Who Match Education Level: College grad

People who like your Page

People who like your Page and their friends

[See All Previews](#)

Estimated Daily Results

People Reached	462 - 1.3K
Link Clicks	56 - 161

Payment Summary
Your ad will run for 5 days.

Total budget	\$25.00 CAD
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[Create New](#)

Detailed targeting

Search: Detailed targeting

Demographics | Interests | Behaviours | More categories

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

- Education
- Financial
- Life events
- Parents
- Relationship
- Work



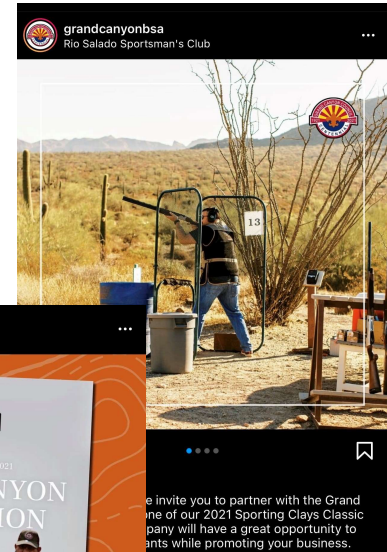


Instagram

Instagram, owned by Facebook, is a visually-based social media platform.

Hootsuite reports:

- Instagram is the sixth-most visited website. Even though Instagram is primarily used through a mobile app, it still cracks the top 10 for website visits
- Instagram users spent an average of 30 minutes per day on the platform in 2020. That’s an increase of almost 4 minutes over 2019.
 - In comparison, Facebook users only spent 1.4 more minutes per day on the platform in 2020
- 500 million people use Instagram Stories every day
- 5% of U.S children under 12 use Instagram





Instagram

Instagram has four components: Feed Posts, Stories, Instagram TV and Instagram Live.

Sharing content in the form of all these components will create the most robust and engaging profile. Sharing content through regular posting and stories is the most essential.

Use the chart below to inform your weekly Instagram usage:

Posts	2-3 times a week	Mon – Fri between 11 a.m. and 5 p.m.
Stories	Daily	Between 9 a.m. and 5 p.m.
IG TV	Weekly/biweekly	Mon– Wed after 3 p.m.
IG Live	Weekly/biweekly	Tues/Wed/Thurs evening





Twitter

- Try to include photos, video and/or links in **most** tweets. Poll posts are also a good way to engage your followers and community.
- Tweeting when users start their day is the best posting strategy for young accounts without a lot of data.

Airbnb @Airbnb

The long weekend starts now. What are your plans?
[#AirbnbLongWeekend](#)

4:45 AM - 16 Jan 2016

20%	Lounging beachside
16%	Playing in the snow
36%	Exploring the city
28%	Relaxing countryside

617 votes • Final results

14 Retweets 26 Likes





What to Post

Try to limit usage of stock images. People want to see authentic imagery that is unique to you and your Troop. Check out the suggestions below.

Images:

- Troop pictures
- Scouts participating in activities
- Merit badges recently earned

Videos:

- Video of campsite/hike/trip
- Video of Scout participating in merit badge activity

Links:

- Link to fundraising event page
- Link to any sales activity





Building Your Following

Follow accounts and people that share a similar purpose or interest. Follow businesses, organizations and media publications you would like to be featured in.

Interact with their posts regularly and consider sharing their posts if it pertains to your account's following.

Comment where your knowledge is applicable.

Suggested accounts to follow on social media include:

- Neighboring Troops
- Grand Canyon Council
- Boy Scouts of America National accounts
- Outdoors experts / influencers
- Media personalities and/or social media influencers you'd like to work with





Building Your Following cont.

- Alternate between using questions and statistics in your copy to see which one pulls your audience in more
- Add emojis to see if it increases interaction
- Post more frequently. Post less frequently
- Test different amounts of hashtags to see if it affects impressions
- Spend more time replying to posts to find out if it increases your follower count

According to Brandwatch's [Emojis and Emotions in 2021](#) report, these are the top five emojis in 2021.

Emoji	Topic name	Sentiment	Mentions
😭	loudly crying face	Very positive	
😄	face with tears of joy	Very positive	
🙏	pleading face	Very positive	
💖	smiling face with hearts	Very positive	
💜	purple heart	Very positive	

Top 5 favorite emojis in 2021

Brandwatch analyzed public posts containing keywords like “my favorite emoji” and “I like/love emoji” on Facebook, Twitter, Instagram, Reddit, and review sites between January 1 – June 30, 2021.

Powered by **Brandwatch Consumer Research**





Hashtags

Hashtags are used to group content and discussion topics in order to make it easier for others to locate topics of interest. To reach new followers, incorporate popular, relevant hashtags in social media posts.

Twitter Business shares that the [volume of hashtags](#) matters: one or two hashtags should be the max. Facebook posts without a hashtag perform better than those with a hashtag.

- #MotivationalMonday – Share a motivational quote, photo or story
- #MondayMemories – Share memories of a Scouting excursion or engage your audience by asking them to share their own memories
- #TipTuesday – Answer Troop FAQs or provide helpful tips for starting Scouting
- #WellnessWednesday – Provide tips for staying healthy and active
- #ThrowbackThursday or #tbt – Share a picture of a past excursion
- #FearlessFriday – What makes you fearless? Tell a story about overcoming challenges
- #ShoutoutSaturday – Give a shout out to one of your star employees, Scouts or an influencer whose work you admire





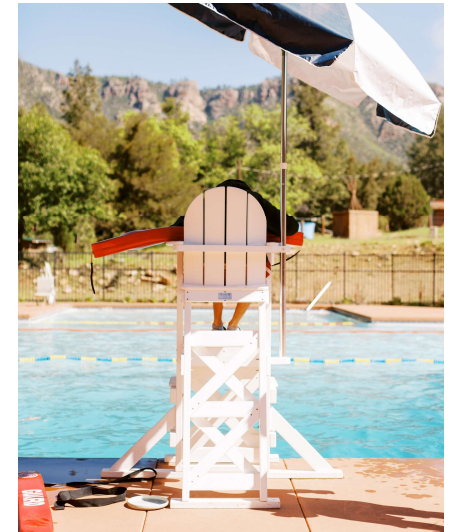
Examples of Good Posts



Beautiful views this morning at Camp Geronimo! #Troop123 is wrapping up our last day at summer camp and we have had a blast. This week our Troop earned 10 new merit badges. Which badge do you think our Scouts earned the most?



Today we started our hike on the Humphrey's Peak Trail. Our backpacking trip will last three days as we explore the Flagstaff wilderness and learn all about respecting our natural ecosystem. Turn on our post notifications to stay up to date on what we learn! #weekendexploration #Troop123



#ThrowbackThursday to @Brian manning the lifeguard station as the Webelos from @Troop567 earned their First Responder merit badges. Brian did a great job encouraging the younger kids while keeping an eye out for their safety.





General Tips

- On Instagram post hashtags in comments sections, instead of the caption.
- Only use a few hashtags at a time on Twitter
- Tag other accounts in the post (reporter, influencers, organizations, camps, causes)
- Always respond and “like” positive comments left on your posts/wall
- Ignore spam and delete if possible
- Negative reviews require a calm and considerate response or no response at all
- Controversial posts may require an internal, strategic crisis response drafted with lawyer and/or PR agency input/approval
- Draft a “standard replies” document to which you can refer but always customize it and include a person or company’s Twitter, Instagram and Facebook handle so they are sure to see it





Resources

Buffer, Hootsuite, Sprout Social

Buffer, Hootsuite and Sprout Social are online social media managing platforms. These sites typically have a free profile option but only allow the user to connect a few sites.

Consider a monthly membership to gain increased access to helpful tools, measurement and reach analysis.

A membership to one of these scheduling platforms is not necessary but is an important option to consider if you are looking to save time and keep all posts across all social media channels consistent with similar content, images, messaging, links, hashtags, etc.

FollowerWonk

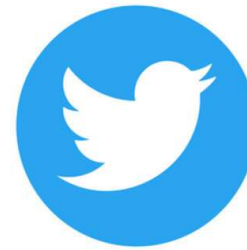
FollowerWonk is a social analytics tool that sorts through Twitter data. The tool can track your follower gains and losses, compare Twitter accounts and determine what content most engaging.

followerwonk>>





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Questions?

