



SCOUTS[®]
Creating a Better World



SOCIAL MEDIA 101 FACEBOOK FOR SCOUTING





SCOUTS®
Creating a Better World

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COMMUNICATIONS
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**SOCIAL
MEDIA 101**
FACEBOOK FOR SCOUTING





SOCIAL MEDIA 101

FACEBOOK FOR SCOUTING

FACEBOOK IS THE SOCIAL MEDIA NETWORK WITH THE MOST ACTIVE USERS AND GREATEST POSSIBILITY FOR ENGAGING YOUR AUDIENCE AND SPREADING THE WORD ABOUT YOUR SCOUT INITIATIVE OR ORGANISATION.

With its constant algorithm and API changes, it's important to stay updated on Facebook's new features and latest updates, so you're able to tailor your approach and continue reaching the right people.

This guidance note aims to equip you with the tools you need to create engaging and consistent content on your Scouting Facebook page. Each Facebook page has different audiences, objectives, and approaches (as outlined in your New Account Proposal or Social Media Strategy), but the following guiding principles and practices can be consistently applied across most accounts.

Page Roles

Facebook has multiple roles for your team that offer different levels of access depending on what they need to work on. It's important to assign these roles strategically, so you don't put yourself in a potentially compromising situation. You can find out more about the roles [here](#).

Facebook role best practices:

- Page admins should be limited to those with decision-making power around the account. Where possible, limit the admins to staff members or long-term volunteers. Always have more than one page admin but don't exceed four. Admins are the only roles with the power to manage page roles and settings, so they should be the most trusted people in your organisation.
- It's extremely important to keep page roles up-to-date. When your staff or volunteers end their assignment or are no longer contributing to the page, you should edit their role or remove their access.

What to post:

Content that:

- is in line with the key objectives and audiences of your account, as well as World Scouting's organisational principles and values
- is informative, engaging, youth-friendly, and actionable
- is diverse. Don't just post text and pictures all the time, mix it up with GIFs, infographics, Scout stories, polls, or videos.
- includes a clear call to action
- is shared directly from other Scout accounts or non-governmental organisations (NGOs) if it's relevant to your audience. Be sure to give credit where necessary.
- makes an impact, share stories from individuals or local projects

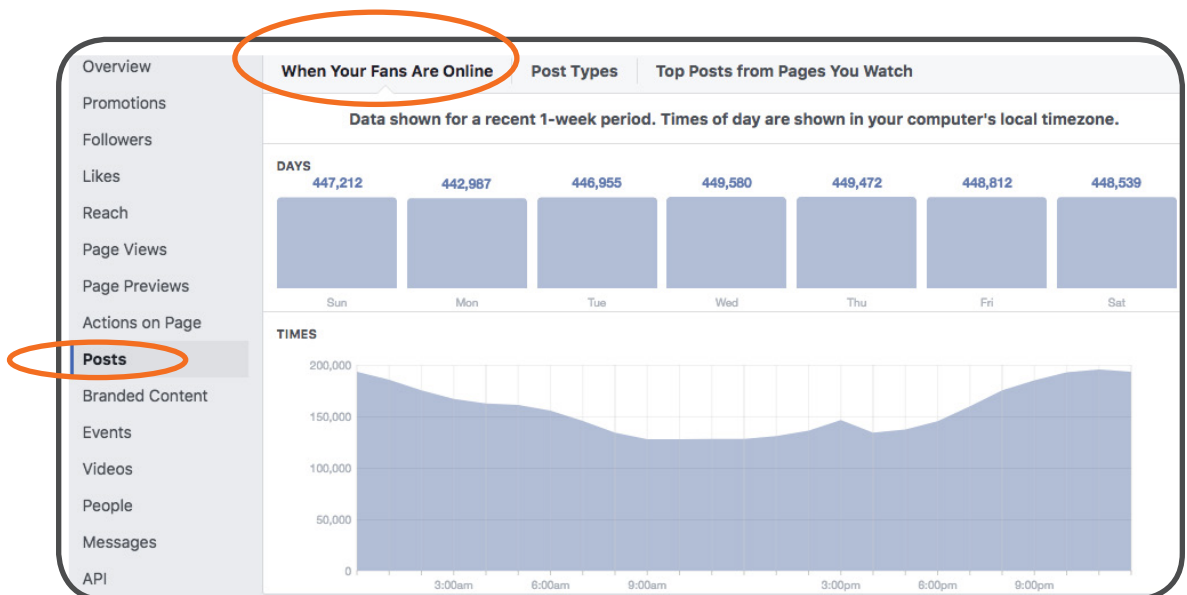
What not to post:

- Content just for the sake of posting. Always ask: “Will my audience actually want to like/comment on/share this post?” If the answer is no, either reformulate your post or scrap it.
- Content related to local or national politics, or content that speaks against governments, institutions, or other bodies
- Politically-sensitive or biased content
- Internal news, meetings, processes, and policies (unless you’ve identified one of your target audiences to be internal)
- Reposts from unvetted individuals or organisations
- Text-only posts. Posts with photos, videos, or other attached content have a much higher engagement rate.
- Content that we don’t have the right to use. Don’t take random photos or videos from the internet without permission. Give credit to the owner when necessary.
- Content about individual staff members or volunteers
- Old or irrelevant information

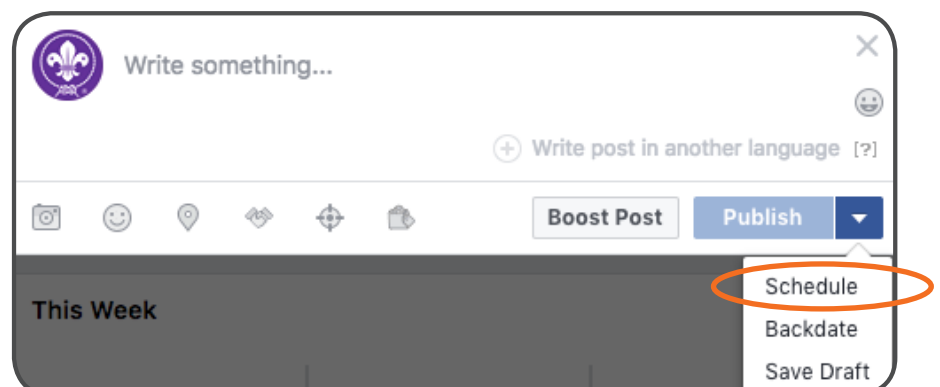


How and when to post:

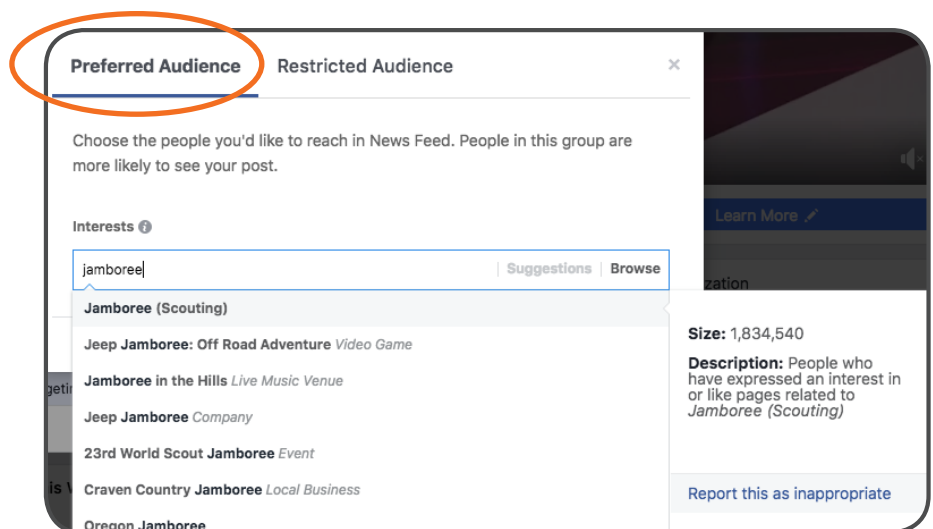
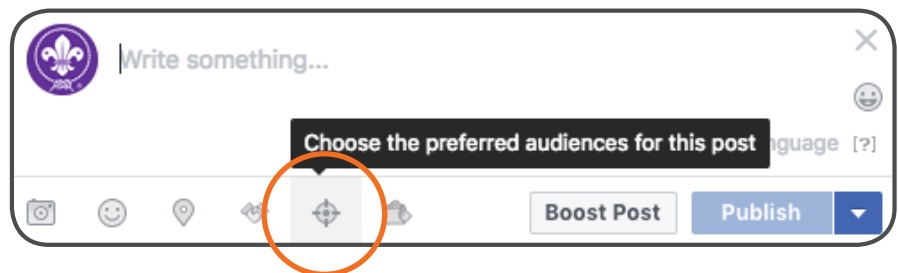
- It's important to keep your page active and up-to-date. Try to post once a day, even on weekends. If you post more than once a day, make sure you stagger your posts so you don't spam your followers by posting several times in a short amount of time.
- Find out the best time to post by looking at when your followers are online. Under the **Insights** tab, click on **Posts** on the left-hand menu where you will see when your followers are online



- You can schedule posts in advance using Facebook's scheduling feature. This is especially useful for posting early in the morning or over the weekend. Just click the arrow on the **Post** button and select **Schedule Post**.



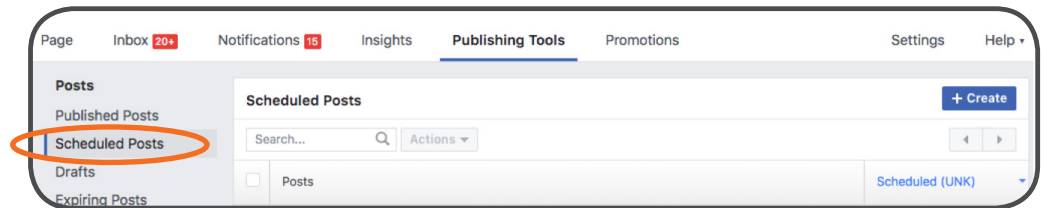
- If your post is targeted at a very specific audience or is promoting an event happening in a single geographic location, you can set the preferred audience for individual posts by clicking on the target icon and selecting specific interests or geographic locations.
- Please note that this feature should not be used in a discriminatory or exclusionary manner or to restrict certain groups from seeing your posts. If you use this feature, just know that it requires some experimentation and playing around with – using this feature is not a guarantee that your post will receive more engagement.



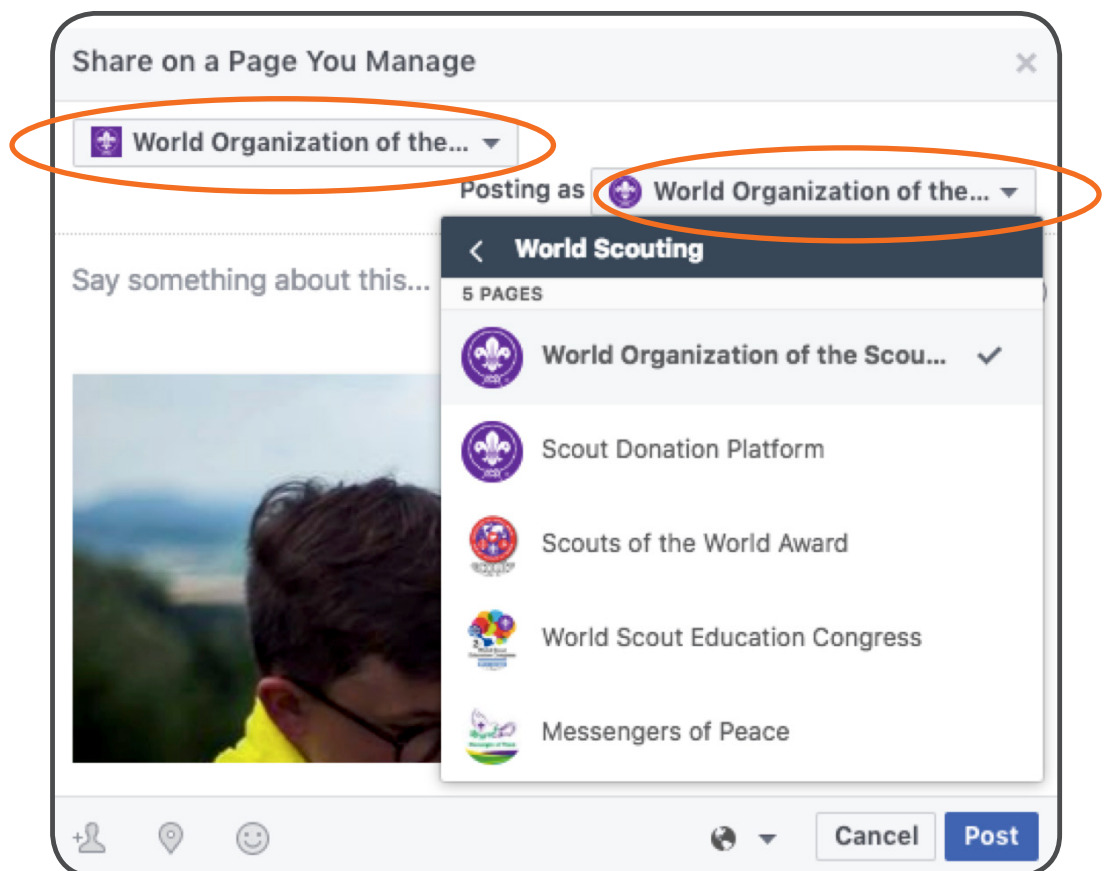
- Links should be shortened using a tool like [Bit.ly](https://bit.ly). This ensures all of your links are short and clean, and help you to track link clicks and traffic analytics.

Read how Scouting in Prison is equipping ex-convicts in Uganda with the skills they need to thrive: bit.ly/2K4z3H1

- Make sure to proofread your posts carefully to make sure there are no typos or grammatical errors. Double check your scheduling time and date in the Publishing Tools tab.



- To share another page's post, click on Share, then select a page you manage, otherwise the post will be shared to your personal page.



What style/language to use

- The [WOSM Strategy for Communications and Strategic Engagements](#) suggests your tone of voice be youthful, challenging, positive, authentic, inspiring, confident, engaging, and caring.
- For the purposes of social media, make sure your tone is conversational but not colloquial. Posts should be concise and engaging.
- If you have an audience that speaks multiple languages, make sure your posts are understandable to audiences who may not be proficient in your language.
- Do not use all caps. This comes off as aggressive. It won't draw more attention to your post.
- When posting from a page that represents an organisation rather than a single person, feel free to use "we" instead of "I" or the name of the organisation. For example: "We love the environment!" instead of "The Rainbowland Scout Association loves the environment!"
- When posting about individual Scouts, a Scout group, or a Scout project, refer to the people as "Scouts in Rainbowland" instead of "Scouts from the Rainbowland Scout Association."
- Use punctuation and emojis wisely. A strategically selected and placed emoji can add a bit of spice to your post, but too many emoji comes off as spammy and unengaging. The same goes for exclamation points.
- If the post includes the names of public figures, be sure to introduce them. For example: Nina Medina, President of Rainbowland.
- If you reference other organisations with Facebook pages, be sure to tag them in the post by putting @ before their name and selecting them from the drop-down options.





- Only use #hashtags on Facebook when they are highly relevant to your content or if they are part of a campaign. Hashtags aren't interacted with on Facebook as often as they are on Twitter or Instagram, so too many hashtags can seem spammy. Include hashtags at the end of the message after the link or inside a sentence.

Campaign hashtag
after link



World Organization of the Scout Movement - WOSM

Published by

[?] · April 21 at 8:28pm · 🌐

#WorldHeritage unites us, and it's our duty to protect it!

Find out how you can earn the new Patrimoine-Scout Badge when completing your Scouts of the World Award: bit.ly/2H6g3KY

#Unite4Heritage

Campaign hashtag
after link



Types of content to share:

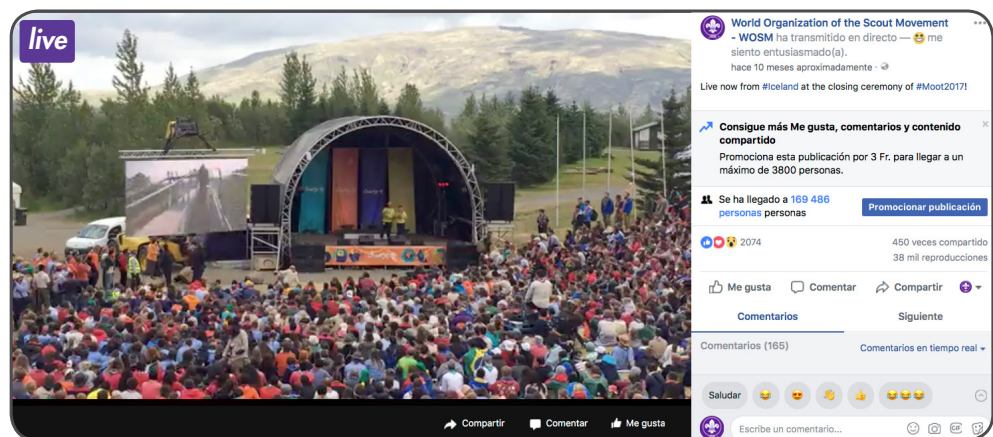


Stories and articles: share articles and stories from your National Scout Organization (NSO) and other Scouting accounts, or share articles from outside news sources that touch on topics your NSO cares about (education, skill-building, volunteering, environment, etc.)



Photos: High-quality photos can go a long way for your engagement. Try to make sure your photos reflect an authentic Scouting experience and aren't posed. Only post photos that you have permission to use and give credit to the photographer when necessary.

Videos: The Facebook algorithm favours video content, so posting videos is a great way to get higher engagement on your posts.



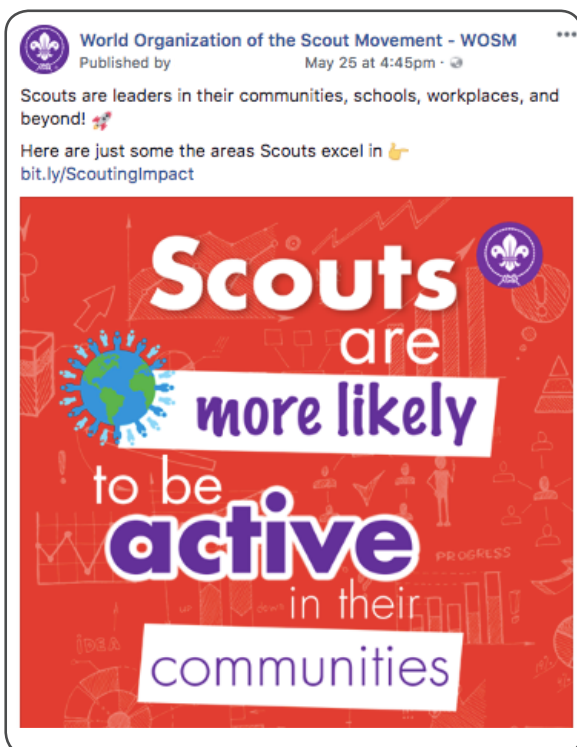
Live videos: Use Facebook live to do live Q&A sessions, tutorials, or even webinars and information sessions. You can use Facebook live to go behind the scenes at an event, or show the perspective of event participants as well.



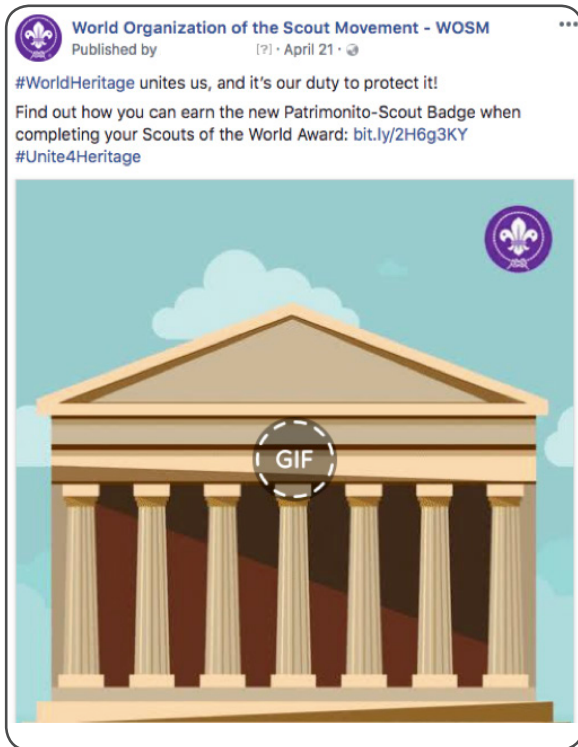


Infographics: Infographics and other graphic cards perform very well on Facebook, just make sure they're easy to understand and that the text isn't too small to read on smartphones.

Facts and statistics: Facts and statistics are often very highly-shared posts on Facebook. Share graphic cards portraying statistics about the impact of your NSO or the types of activities your Scouts do. Make sure the information is interesting and relevant to your audiences.



Quote cards: Share graphic cards with inspirational quotes to motivate your members and mark a special occasion or campaign.



GIFs: Everyone loves a good GIF. Make GIFs in-house and upload it to your GIPHY profile or select from GIPHY.

Opportunities for your members: share opportunities with volunteers, sign up for camps, programmes, or learning opportunities like online courses or webinars

Polls: gather feedback from your members through Facebook polls, or just start a friendly debate

Contribute to @WorldScouting



Contact us at
[socialmedia@scout.org](\"mailto:socialmedia@scout.org\")
if you'd like to contribute content to our
channels or collaborate on a campaign or
content.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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