# Social Media tips
## Facebook groups.

Facebook groups are perfect for creating a discussion or sharing information with a specific group of people.

Whereas a Facebook page is public and open to anyone, generally in a Facebook group you know who the members of that group are and who has seen a message put there. It can also be more private than a page and generally everyone will be notified when something is posted in the group.

## Content
### What are Facebook groups useful for?

It varies depending on what you use them for but good examples of how you might use Facebook groups:

- Posting targeted messages to a group of individuals that you know, such as parents, members of an Explorer Unit / Scout Network / Scout Active Support Unit or a project team.
- Sharing sensitive messages such as details of a meeting outside of a HQ which would be inappropriate to share publically.
- Sharing photos and videos of activities to parents in a more controlled setting than publically. You would still need parental permission, normally though a form or setting on OSM, to do this.

## Characteristics
### Public, Private or Secret

There are three types of groups:

- **Public groups:** Anyone can see what is in the group but only members of the group can post. You do not need to use Facebook to see what is in the group.
- **Private groups:** The contents of the group can only be seen by members of the group. Only the description and header image is visible to those outside the group. Can be searched for.
- **Secret groups:** The contents of the group can only be seen by members of the group. The group cannot be searched for.

Think about what your group is for. Most Scout Facebook groups are private groups for passing on messages to parents or members.

# Group rules and membership questions.

When we're with our young people we have a code of conduct on what is acceptable and not. The same applies for Facebook groups. In every group you can set rules for the group that are visible before people join.

For private groups you can also set questions that those who want to join have to answer. This can be useful to work out what their connection to your group is.

## Standing out from the crowd.

## Pick a good name

You want people to be able to find your group so use the name of your group. Choose a unique name that won't be confused – 6$^{th}$ Beavers is no good.

Once you've chosen a good name you can also update the URL (the web address) of the group so instead of being facebook.com/groups/**long list of numbers** it can be facebook.com/group/yourgroupname.

## Choose a good header image.

No matter whether your group is public or private, we want to make a good impression. Especially for private groups, the header image is our only chance to do this visually to those not in the group.

The picture should be:

- Good quality and the right size so it is not blurry or cropped out.
- Shows the fun and positive side of Scouts. Good examples are pictures of scouts doing activities, in groups together and having fun.
- Clearly Scouts. We can have our young people wearing neckers or informal scout clothing or we can put a logo or section logo on top of or in the corner of the image.

This example from the Scouts Brand centre is perfectly sized for Facebook groups.



## Description

The description should say who the group is for and include some basic information to get more people involved in the scouts.

For any group it is a good ideas to have contact information or a link to join included. If you are a section or group think about including details of meeting times and locations and where they can find out more information.

When writing about what Scouts do, talk about the practical skills we teach in a down to earth way: We want our Scouts to think big and choose their own path. Avoid just copying and pasting the full fundamentals of Scouts.

## Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. [communications@hampshirescouts.org.uk](mailto:communications@hampshirescouts.org.uk)
- Check out our other guides which cover issues such as jargon and talking about our roles to others.
- The Scout Brand centres (scoutsbrand.org.uk) has an image and video library full of social media pictures and header images you can use.
- The Tone of Voice document on the Scout Brand centre gives some specific guidance for writing social media descriptions.

## Keeping in touch with Hampshire Scouts:

- Online at **hampshirescouts.org.uk**
- On Facebook at **facebook.com/HampshireScouts**
- On Instagram **@hampshirescouts_**
- On Twitter at **@hampshirescouts**

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