Social Media tips
Facebook pages.

Facebook pages are a public stream of updates we want the public to see. This could be for volunteers, parents or members of our community. People don't need to be a member of Facebook to see what is on the page and it is easily found on Google.

If you need something a little more private, then consider a Facebook group.

Content
What are Facebook pages useful for?

Depending on the audience of your Facebook page, any of the following may be good uses:

- Messages for both members of the group and those outside the group in our community.
- Recruitment of new youth members, such as advertising spaces in sections or if a new section is opening up.
- Recruitment of adult volunteers to parent rotas, executive committees or leadership teams through initiatives like the Four Week challenge. It helps to advertise these roles to more than just existing members.
- Fundraising events and initiatives, both details of physical events that we want our community to attend and online activities such as sponsorship or EasyFundraising.
- Sharing highlights of the activities our young people take part in such as adventurous activities, community impact projects, nights away or examples of personal growth. Parental permission should be sought or should be anonymised.
- Sharing posts, events or relevant messages posted by others within Scouting such as from HQ or Hampshire Scouts.

Pictures

Where possible, use pictures or videos with every post. It helps make your posts much more engaging and get more people to stop and look at the message as they are scrolling past it on their homepages and timelines.

If you don't have a relevant picture from your group then use a Scout stock picture from the Scouts Brand Centre, link below. If your picture isn't clearly Scout related then try adding a small fleur-de-lis logo in a corner of the image. You can do this in the Brand Centre or using photo editing programmes.

Characteristics
Like, Comment and Share

Under each post you will find the following three icons. It is a sign of an impactful post when we have people using these on the post (hopefully positively!)

👍 Like	Allows people to react to the post. Pressing it once gives a simple like option. Pressing and holding the button gives more options: From left to right: Like, Love, Ha Ha, Wow, Sad, Angry. 👍 ❤️ 😆 😮 😢 😠
💬 Comment	Allows people to write their own comment underneath the post where everyone can see.
↪ Share	Allows people to share the post to another group of people. It could be in a message, to another page or a group.

Standing out from the crowd.
Pick a good name

You want people to be able to find your page so use the name of your section, group or district. Choose a unique name that won't be confused – 6th Scout Group is no good. Try and avoid abbreviations in your name as it makes it hard to search for.

Once you've chosen a good name you can also update the URL (the web address) of the page so it can be facebook.com/yourpagename.

Profile picture top tips.

This goes at the top of your page and on every post you make. Keep this simple and with a clear Scouts flavour – the Scouts logo or the fleur-de-lis is perfect for this. It has to work at small sizes (the examples on the right are real size from the web version).

It will be shown in a circle so don't have everything around the edge or corners of the photo.

Choose a good header image.

The header image is shown at the top of your page when people visit it and can make a good impression as they visit. 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. You may want to add extra messages to the image such as #SkillsForLife.

Description

The description should say who we are and include some basic information to help a page visitor. For example if you are a Scout Group, maybe mention the areas you cover.

Make sure to include links to your website if you have one, a contact email or phone number in the parts of the 'About' section to help others get in touch.

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
- Check out our other guides which cover issues such as jargon and talking about our roles to others. There are other guides covering different social media platforms.
- The Scout Brand centres (scoutsbrand.org.uk) has an image and video library full of social media post, profile 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 and posts.

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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