



MECKLENBURG COUNTY COUNCIL MEMBERSHIP

SOCIAL MEDIA RECRUITMENT PLAN

2025



ELEMENTS ONLINE PROMOTIONS

1. Strategic Focus
2. Top Plays
3. Social Solutions
4. Identify an Influencer
5. Setup BeaScout.org
6. What is BeKidVenturous?
7. Facebook & Instagram
8. Share



STRATEGIC FOCUS

**ATTRACT FAMILIES FROM EVERY CULTURAL,
SOCIO-ECONOMIC, AND GEOGRAPHIC GROUP
AND HELP THEM PARTICIPATE IN THE SCOUTING
MOVEMENT AS SCOUTS AND VOLUNTEER LEADERS
IN MECKLENBURG COUNTY.**



2
Top PLAYS

TOP SOCIAL MEDIA PLAYS FOR 2025

1. Be Prepared

- Plan your Unit's Calendar of Events for the 2025-2026 year
- Develop your message:
 - How much will it cost to join your Unit
 - What will the youth get out of your Unit
- Who will lead and monitor the website and social media accounts?

2. Find a Unit Level Influencer

Find a parent to lead online promotions for your Unit.

3. BeAScout.org

The tool for prospective families to find and register with a Unit. Setup your Unit and respond. All Council materials point families to this site.

4. #BeKidVenturous

A social media campaign developed by the Council and built by Unit social media to drive prospective families to Unit events.

5. #TagYoureIt

Use hashtags to get yourself into conversations of prospective families.

6. Set up a Unit Website and Social Media Channels

Make sure that you have created a Unit website. It can be very simple but use dynamic photos of Scouts having fun adventures! It should also have a calendar of events. Your social media channels should also have fun Scouting photos!



3 SOCIAL SOLUTIONS



4 INFLUENCERS

WHO IS AN INFLUENCER?

Influencers are people on social media who have built a reputation for their knowledge and expertise on a specific subjects. They make regular posts about that subject on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their posts.



How to identify and influencer. An influencer ...

1. Owns a phone and knows how to press the photo button while pointing lens at Scout activity.
2. Likes to share kid stories with all friends.
3. Is usually a mom with connections to lots of other moms.
4. Should be a social media coordinator who will post regularly and monitor/respond to questions and comments

Even if you don't have an influencer in your Unit, have a parent start developing the content and post regularly.



Go
BeAScout.org

HOW TO SETUP A BEASCOUT.ORG ACCOUNT AND PIN

- 1. Log into your my.Scouting Tools account at my.scouting.org**
There are links to help if you have forgotten your password.
- 2. From the Menu at the top left of the page, select Legacy Web Tools and then BeAScout.** If BeAScout is not an option or will not load, your account may not be appropriately linked to your Unit. For assistance, contact the Mecklenburg County Council at (704) 333-5471.
- 3. Complete the information for:**
 - Unit Pin Management
 - Unit Lead Management
 - Membership Application Management

You can see a step-by-step guide on the recruiting tab at <https://www.mccscouting.org/Recruiting>



6 Be
#Be
Kid
Venturous

Kids want to be kids.

They want to get out and explore, learn new skills and make new friends. Scouting is a safe way for families to get outside. Giving children a much-needed outlet away from a screen. But unlike other extracurricular activities, Scouting is multi-dimensional with so many activities all rolled up into one. From the traditional outdoor activities you would expect, to science, technology, engineering and math-focused activities you might not associate with Scouting.

Kids need all the fun they can handle. Only Scouting can deliver that with enough diverse adventure that lets kids be kids again.

WHAT IS #BEKIDVENTUROUS?

#BeKidVenturous is a branding campaign designed to allow your Unit to show how your Scouts are living a different, often elevated, experience from their friends who are not in Scouting.



Using Unit-made images, this social media campaign is the foundation of all recruiting in the Mecklenburg County Council. The graphics use the #BeKidVenturous tagline and also use online technical terms but with Scouting's interpretation of the terms. For instance, streaming features Scouts walking or kayaking in a stream vs. streaming channels on TV or a device.

While there will be some paid media in the campaign, the majority of #BeKidVenturous content will be created by Units and shared on parent's social media channels.

#BeKidVenturous images will also appear on printed material and neighborhood signage throughout the campaign.

You can find social media images on the Council website at:

<https://www.mccscouting.org/Recruiting-Graphics>



#BeA Kid Venturous

Screen time.



#BeA Kid Streaming. Venturous

BeAScout.org



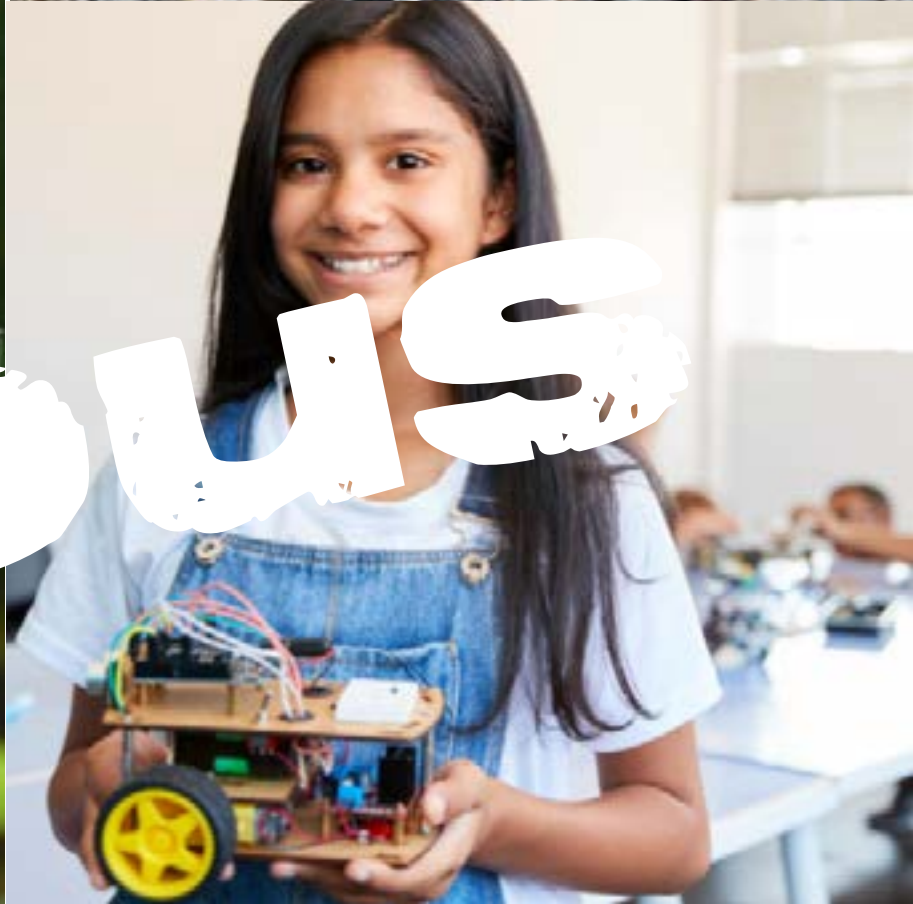
#Be
Kid Hot spot.
Venturous

BeAScout.org



#Be Kid Hotspot. Venturous

BeAScout.org



#BeKidVenturous



7

FACEBOOK
& INSTA

HOW UNITS CAN USE FACEBOOK AND INSTAGRAM

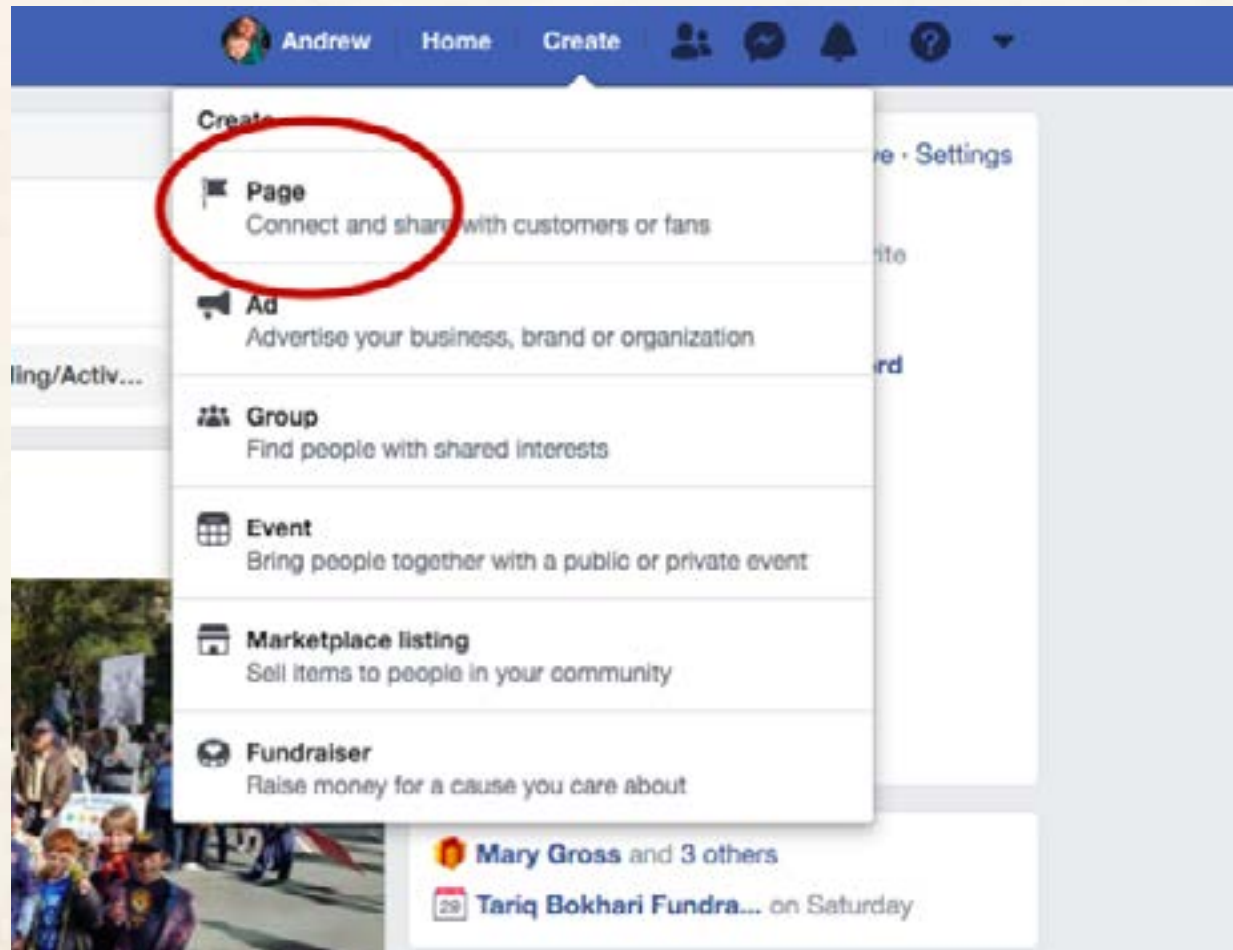
- Communication with parents
- Sharing photos
- Recruiting
- Your Unit's Facebook page can serve as your newsletter, scrapbook and invitation tool — all in one.
 - Link the Unit's Facebook and Instagram pages and post at the same time.



SETTING UP YOUR UNIT'S FACEBOOK PAGE

Every Unit Facebook page must have the following elements:

- Unit number AND city/state. Remember: There are other units with your number in other locations and you don't want prospective families confused.
- Meeting location. Also includes day/time.
- Group photo. Show the breadth of your pack membership and volunteer corps.
- Activity photos. Sell the sizzle. Be sure to include photos of – outdoor adventure trips your pack has taken.
- Website/Email address. Give your Facebook visitors a next step to take.



SETTING UP YOUR UNIT'S INSTAGRAM PAGE

To set up an Instagram account, go to this link:

<https://help.instagram.com/155940534568753>



WHAT TO SHARE ON YOUR UNIT SOCIAL MEDIA PAGES

- Photos! Lots of photos. Encourage parents to share photos of Scouting events. This will help remind families of the amazing activities your Unit participate in — and give prospective families an idea of what it's like to be part of your Unit.
- Invitations for upcoming events like the Pinewood Derby and Blue & Gold. Lots of families today use Facebook as a calendar.



RECRUITING VIA FACEBOOK & INSTAGRAM

Facebook and Instagram are primarily a social networks. This digital “word of mouth” can help you grow your Unit.

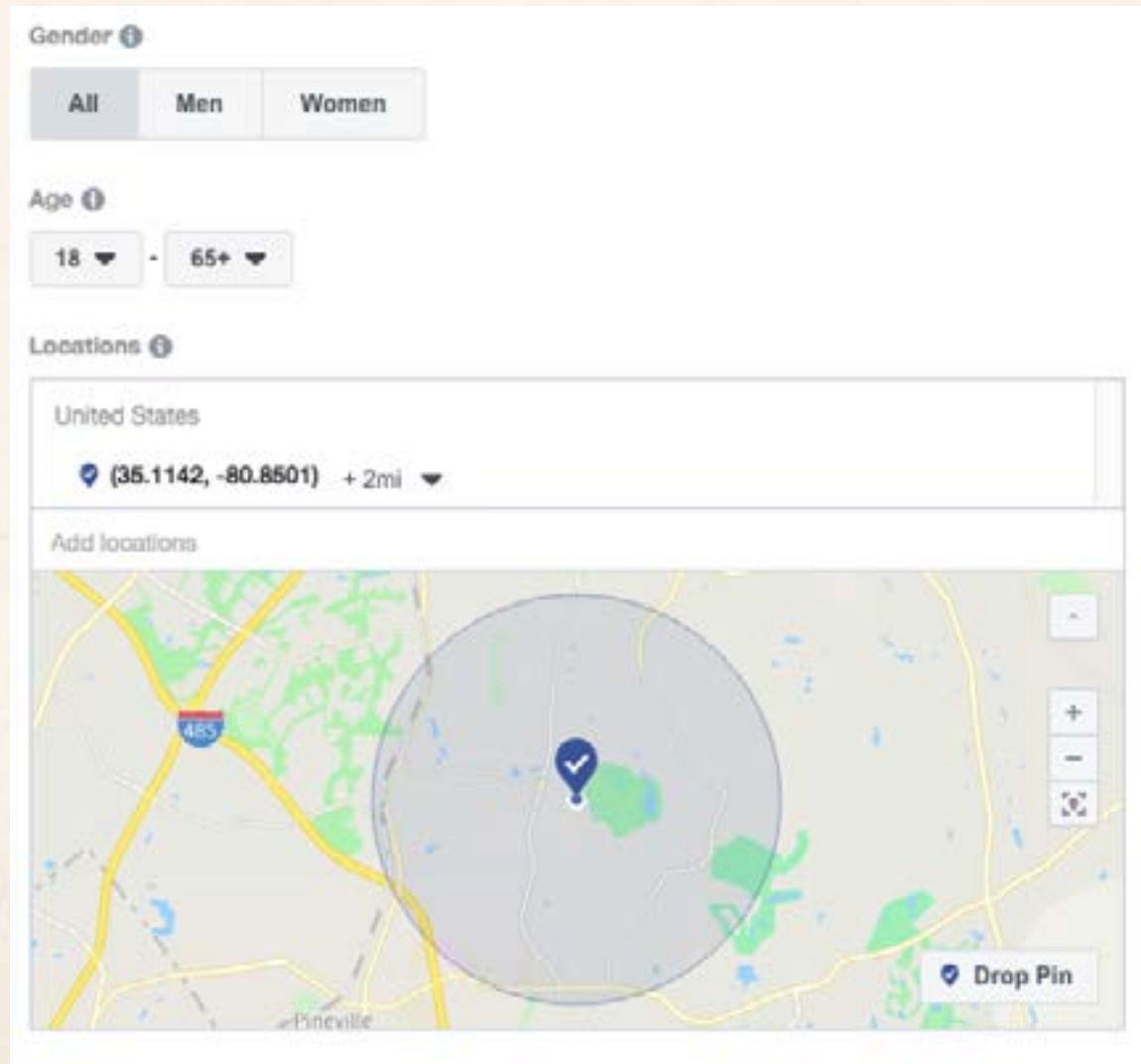
The easiest way to do this? During recruiting season, create a post with photos of your activities and the date of your open house. Encourage your Unit parents to share this post to their networks — and add their own message!



- Ask your families to “tag” friends and neighbors who might be interested.
- Set up an open invitation to your next Open House that people can RSVP for.
- MCCScouting Facebook demographics:
 - 51% female; 49% male
 - Ages in order of largest to smallest groups following:
 - 45-54, 55-64, 65+, 35-44, 25-34, 18-24
- MCCScouting Instagram demographics:
 - 40% women; 60% male
 - Ages in order of largest to smallest groups following:
 - 45-54, 35-44, 18-24, 55-64, 25-34, 65+

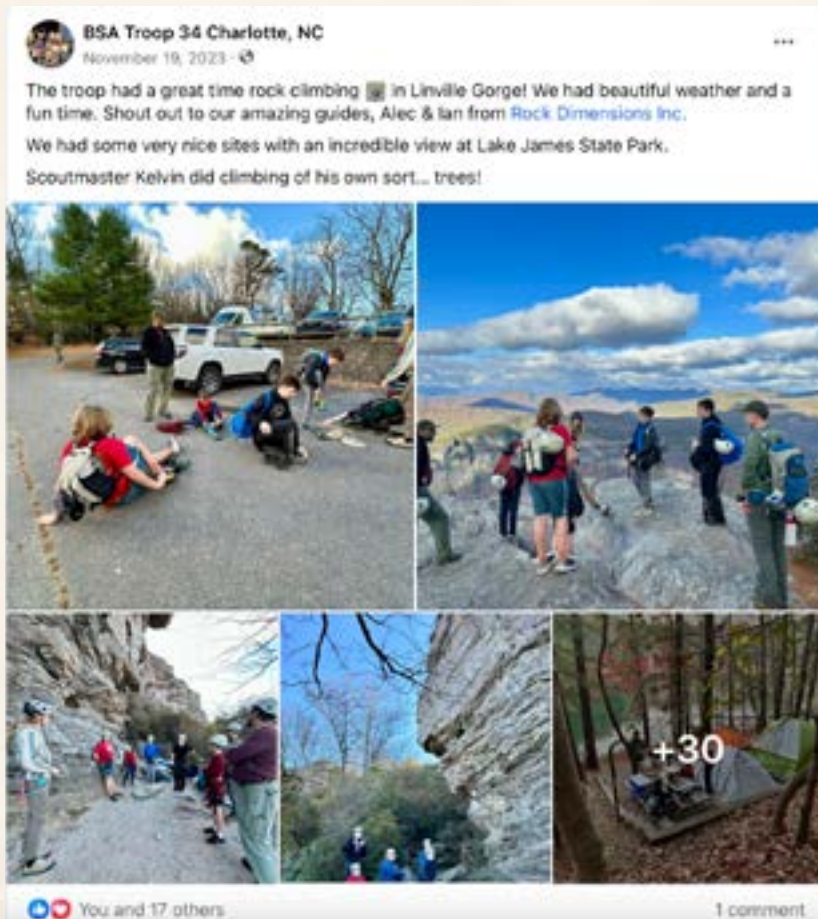
USING FACEBOOK ADS

- Want to spread your reach even further? Consider putting \$10 to \$20 behind Facebook ads.
- Facebook allows you to “boost” posts on your Unit Facebook page. There will be a button on any post you create.
- Facebook allows you to target specific demographics: age, gender, location and interests.
- For example, you could reach only parents between age 20 and 50 in a 2-mile radius of your meeting location.
- Consider “boosting” your invitation to your Unit’s Open House!
- The Council uses Facebook ads to promote Unit Open Houses and School Nights as well as general recruitment.



TIPS FOR USING FACEBOOK AND INSTAGRAM IN YOUR UNIT

- Get volunteers! You can grant “admin” access to your page to as many people as you’d like. This will give them the ability to upload photos directly to the page. You’ll have no shortage of volunteers for this task!
- Keep your page regularly updated. One of the first places new families will look is your Facebook or Instagram page. If it hasn’t been updated in months or even years, they’ll think your Unit isn’t active.
- Consider a website. Even a simple web page with more info about your Unit will give families a way to take the next step. Your posts can link to the website.



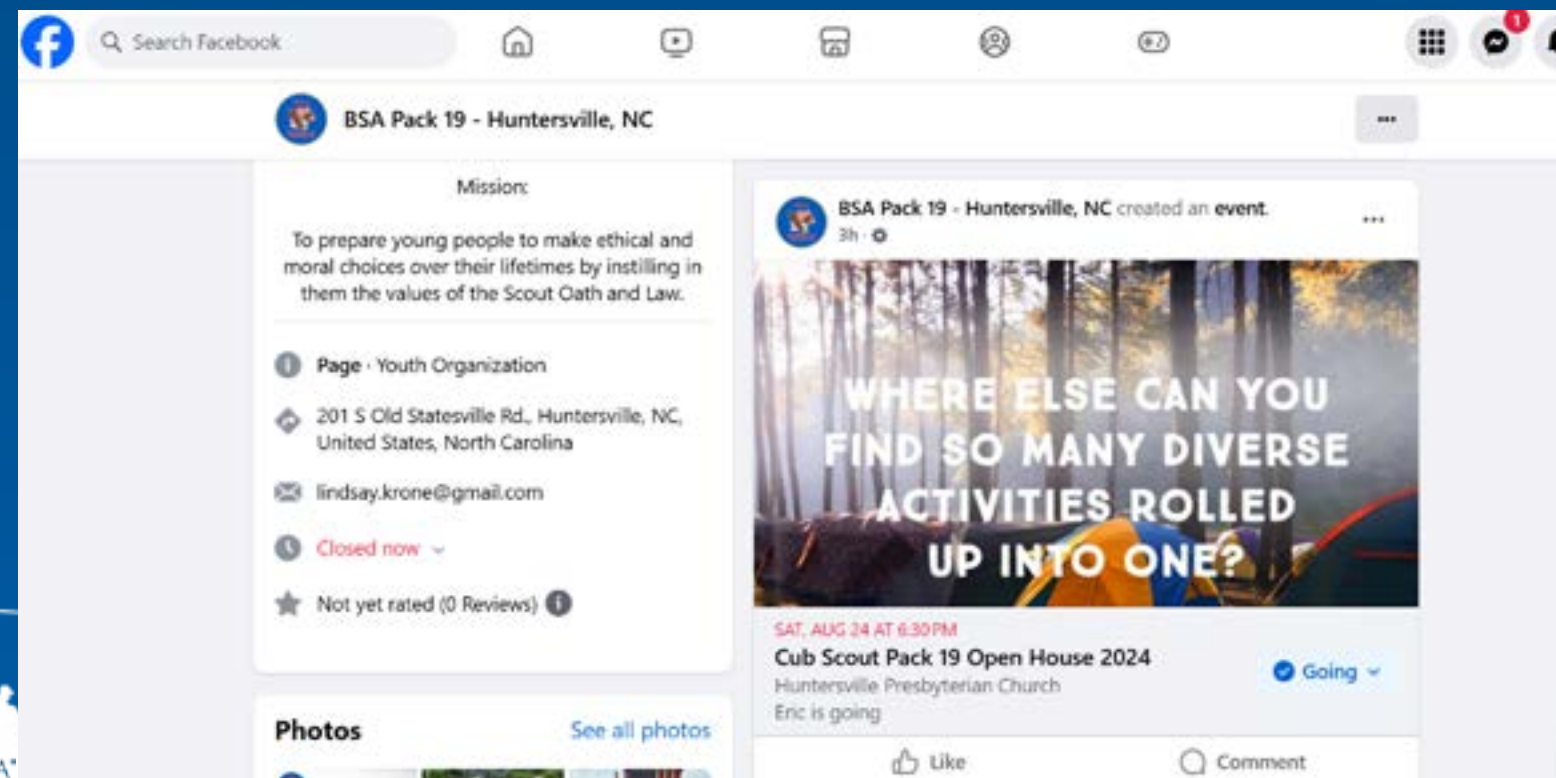


Benefits of creating a Facebook Event

Create an Event for your Open House

Make the most of it!

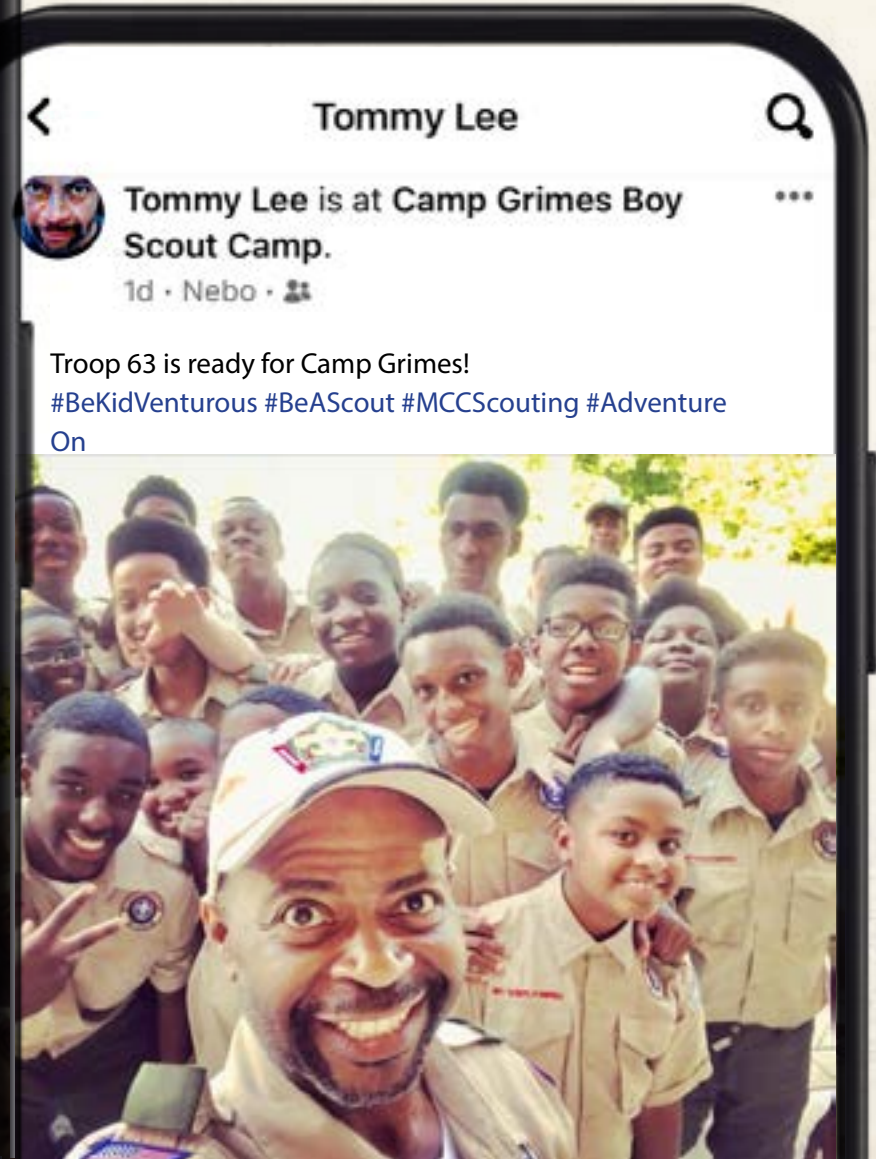
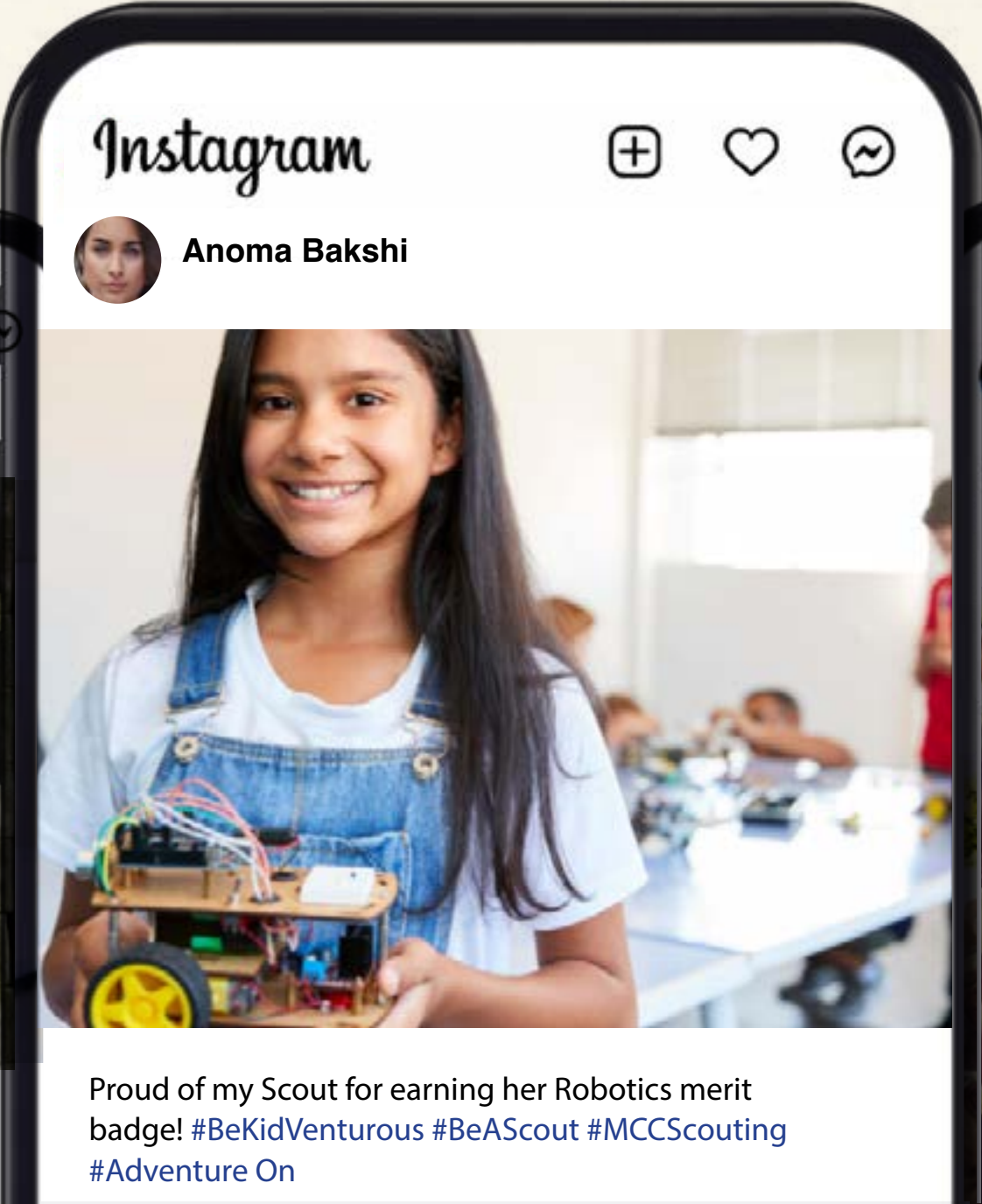
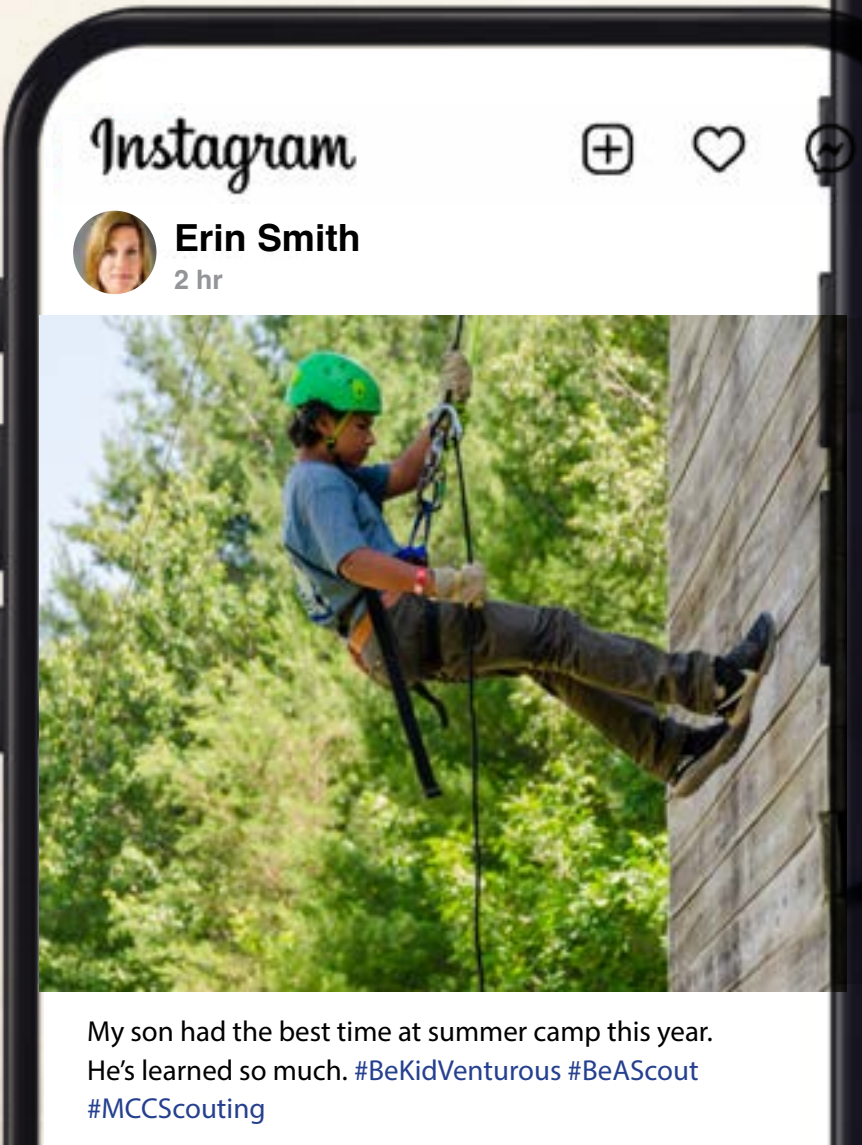
- Invite people and share the event on your own timeline.
- You can pay to “boost” the event.
- When someone says they are “going” it will show up to their friends on the event page that they are going!
- Don’t click the box that lets only admins post to the event wall.





**8
SHARE**

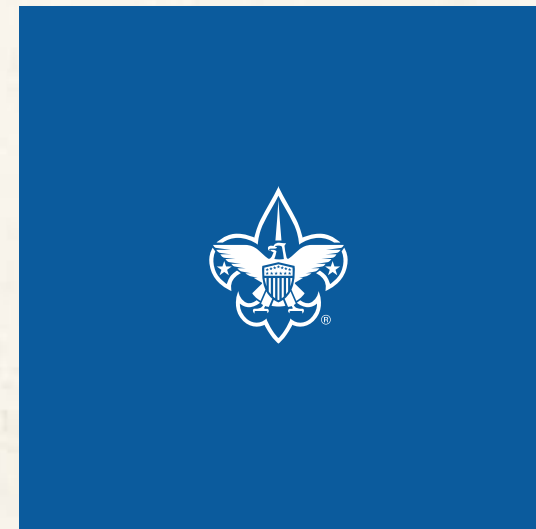
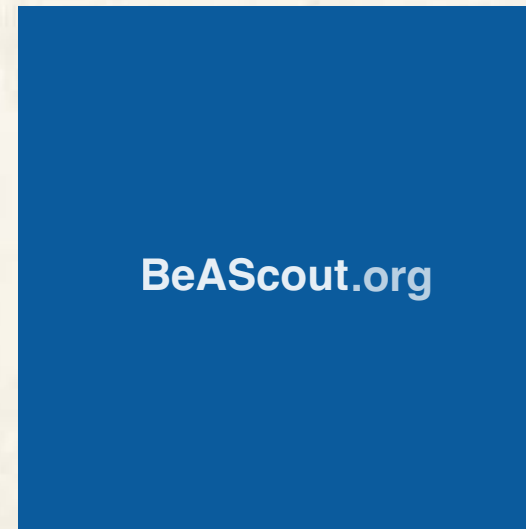
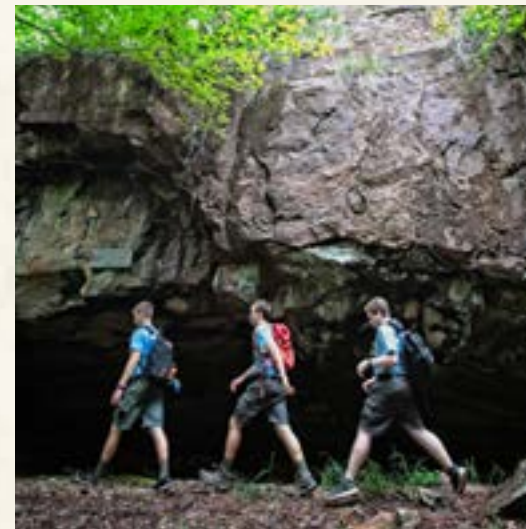
SHARE!



SHARE!

Create a video and post it on social.

Storyboard



USE #HASHTAGS

Posts should include some of the following tags:

#BeKidVenturous

#Pack15 (Your Unit social media)

#ScoutMeIn

#ScoutsBSA

#BeAScout

#MCCScouting

#StFrancisUMC (Your Charter Organization)

#PSE (Schools your Unit recruits from)

#AdventureOn

#JoinScouting

#Back2School

#CharlotteMoms

#ScoutingAmerica



SHARE!

Incorporate #BeKidVenturous into existing advancement requirements for Scouts around videomaking, communication and cyberchip.

RULES for SAFE POSTING:

- Potential Scouts should have signed photo waivers at registration
- Every Scout's current health form serves as permission to use their photos and videos taken at Scouting America events.
(There is a paragraph on the health form with the photo permission language.)
- Never post the names of Scouts
- Post your own kids and share posts from other parents
- The MCC marketing team does not recommend using TikTok and SnapChat
- Scouting America requires that all unit social media accounts be public
- Always remember to be 2 deep when responding to emails or messages from youth

Contact your District
Executive for questions
or additional tips

#Be
Kid
venturous

