

Ideas of what to post on your unit's social media.

1. Ready to go
 - a. Picture – something of Scouts doing something fun!
 - b. Sample text – We are set and ready to welcome new Scouts in [Pack##]! We've got a full year of adventures lined up – come find out why the BSA has been a top program for families for over 100 years!
2. Share FB Event
 - a. Sample text – Come find out what Scouting's all about! We'll be bringing all the fun and info to you on [date and time], at [location]. Bring your family and check it out!

Ideas of what parents can post on their social media.

1. Parent testimonial
 - a. Picture – fun family picture (mom and dad hugging their adorable Scout in uniform or Scout being super excited because they just did XYZ for the first time – the key here is for people in the picture to look SO happy and excited)
 - b. Sample text – “[parent quote about why they love Scouting]”. What to create your own amazing experiences? Join us! [link to beascout.org or link to FB event]
2. Share FB event
 - a. Sample Text – Our family has enjoyed Scouting because [reason why Scouting is important to your family]. Our Pack is welcoming new members during our Open House on [date/time] at [location]. If you are in a different area, find a nearby pack by visiting beascout.org.