



How to For Facebook and Google

How do I create a community facebook page?

<https://www.facebook.com/pages/create>

There are different kinds of pages on Facebook. Most people have individual pages, but businesses and organizations have pages with a broader set of tools. Community pages for units have features like calendars and communications tools that allow them to create and promote events and reach a broader audience. These pages are ideal for unit promotion.

Note: To create a 'Community' Nonprofit page, at the link above, select the box on the top row, center column titled Company, Organization or Institution, and follow the prompts.

How to Boost an Event on Facebook?

<https://www.facebook.com/business/help/1519209995047756>

Boosting an event let's you promote an event to specific people, in a specific geographic area and at a specific time period. Once you have an event set up on you community facebook page, it's easy to boost the event to even more people.

How do I create or name a site on Google?

<https://support.google.com/sites/answer/98081?hl=en>

Research shows that parents use search and facebook to find and learn about organizations and activities for their children. Make sure they can find your unit by creating a web page through Google sites.

How do I put my unit on Google Maps?

Put yourself on the map with Google maps. It's easy and it's free.

Add or edit business information on Maps

<https://support.google.com/business/answer/6174435?hl=en>

Note: If you built your site with Google Sites (Google's web site building tool) go to the Sites page for your unit, and look for *Map* under *Embeds*. Select *Map* and follow the prompts.

How do I promote my Scouting unit with Google Search?

Use Google AdWords. Here's the link to their simple step-by-step process for helping families you're your Scouting unit using search. It's easy, affordable and let's you target the audiences you most want to reach. Find out more here:

https://adwords.google.com/home/how-it-works/search-ads/#?modal_active=none