



Helpful Social Media Guidelines

It is not enough to post an event. You have share it, and have others share it for you.

SHARE YOUR EVENTS & PHOTOS

You can create an event, but unless you share, share, share it, and have others share it for you, its is limited to only those who follow you. By sharing with just the school or library in your area, you can reach up to 10,000 more social media users. Sharing is key. If a page doesn't allow you to share, just ask.

Share with:

1. Schools, schools, schools!!!
2. Libraries
3. City pages (I.e. City of Friendswood, City of Galveston)
4. Church pages
5. Park pages
6. Share with the Bay Area Council (Let us help you too!) - www.facebook.com/BayAreaCouncilBSA

USE HASHTAGS

- Hashtags can increase traffic up to 21% per post!
- You only need 1 or 2 hashtags. More than that can hinder your post.

The top 5 hastags you should use. Use 1 or 2 together. (#kidsactivities #galveston):

1. #KidsActivities (A lot of parents will use this to get ideas for the what's happening around them.)
2. #Outdoors (This is #1 used outdoor hashtag. Nature is #7.)
3. #ScoutMeIn (A National campaign to spread the Scouting world)
4. #picoftheday (This is a daily inspiration for some. Show them what Scouting is about!)
5. #YourCity (Location, location, location)

Top 10 kidsactivities hashtags

Best kidsactivities hashtags popular on Instagram, Twitter, Facebook, Tumblr:

#kidsactivities - 46%

#kids - 9%

#earlylearning - 8%

#playbasedlearning - 6%

#learningthroughplay - 5%

#preschool - 5%

**The #1 hashtag for
parents to find
activities for their kids
to do is #kidsactivities**

Source: Facebook

Examples



THU, SEP 21, 2017 AT 6:30 PM - 7:30 PM

New Scout Sign Up & New Parent Orientation

Friendswood United Methodist Church



Interested



Going



More



Public event by Cub Scout Pack 442 Friendswood, TX



Friendswood United Methodist Church
110 N Friendswood Dr, Friendswood, Texas 77546



Thursday, Sep 21, 2017 at 6:30 PM - 7:30 PM
Friendswood Time · More than a year ago

About

Discussion

Posts



Say something...

Responses

Went
6

Interested
2

Shares
4

Pack XXX posts their Scout Sign Up as an event on their Facebook page, but doesn't share it with the Facebook community such as schools and libraries. It is just shared by parents who are already members. Accordingly, 6 went.



Cub Scout Pack 442 Friendswood, TX

April 23 at 6:29 PM · 🌐

A message to parents about Cub Camp: My name is Julie Sluder and I am this year's Christia Adair Cub Camp Director. I am reaching out to you because I need your help in making this year's camp a success. The theme this year is Scouts at the Round Table and is scheduled to be 3 p.m. to 8 p.m. June 3rd through June 7th. If you know anyone interested in helping as a Camp Adult or Scout volunteer, please have them contact me at either Julie_Sabuda@yahoo.com or via cell 713-703-6429. If you have any questions or concerns, feel free to email, call or text me.

👍 Like

💬 Comment

➦ Share

HOW SHARING INCREASES REGISTRATIONS

A volunteer is sharing the upcoming Christia Adair Cub Camp with various Facebook pages.

Here are the registration numbers so far:

Christia Adair Cub Camp, 188

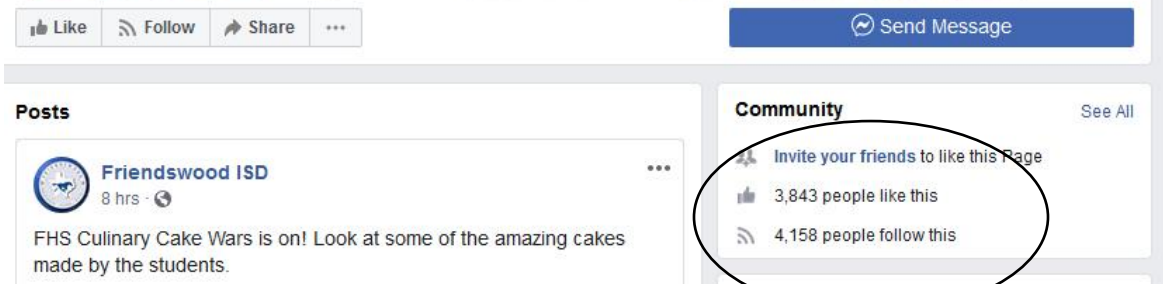
Galveston County Cub Camp, 44

Brazoria County Cub Camp, 25

SHARE, SHARE, SHARE

**SHARING YOUR EVENT WITH
LOCAL PLACES PARENTS VISIT
CAN HELP SPREAD THE WORD**

**By sharing a post, event or
picture with the library in
Friendswood, you can reach up to
2,653 more people.**



**By sharing a post, event or picture with the
Friendswood ISD, you can reach 3,000-4,000
more people.**