

# Scouts BSA Rec Social media plan

## GIRL Troop Posts

	<u>theme/topic</u>
a	AdventureOn
b	change your life
c	Scouting is for you
d	Girls in Scouts BSA
e	Troop Recruitment Event

f	Personal family story - What Scouting has meant for our family
g	Future by the handlebars
h	Citizenship, respect, honor
i	We love to....
j	what we're about
k	the higher you climb
l	join anytime
m	photo/post from your unit
	<i>Thanks for s</i>

# Recruitment Planning document

;- For your page, to target PARENTS - Facebook (and Instagram

<u>copy/suggestions on what to publish</u>
<p>Spring is coming, and hopefully better days for all of us. Scouts BSA can help your daughter have her best year yet, with outdoor adventures, leadership and skill development, and FUN! Learn more about Scouts BSA here <a href="https://www.scouting.org/programs/scouts-bsa/">https://www.scouting.org/programs/scouts-bsa/</a> or send us a PM to find out more about our Troop. #AdventureOn #EscapeTheIndoors</p>
<p>To girls considering joining Scouts BSA, this Scout says, "Don't be afraid to do something that will change your life." This female Scout--the daughter of an Eagle Scout and the sister of a Cub Scout--is excited to finally be IN the program. <a href="https://blog.scoutingmagazine.org/2021/02/08/to-girls-considering-scouts-bsa-she-says-dont-be-afraid-to-do-something-that-will-change-your-life/">https://blog.scoutingmagazine.org/2021/02/08/to-girls-considering-scouts-bsa-she-says-dont-be-afraid-to-do-something-that-will-change-your-life/</a> #AdventureOn #EscapeTheIndoors #ShareScouting #ScoutMeIn</p>
<p>If you want your daughters to learn to make ethical and moral choices, then Scouting is for you. If you want them to become a responsible, participating citizen and leader, then Scouting is for you. If you want to have fun with your family outdoors, Scouting is for you. #EscapeTheIndoors #ShareScouting #ScoutMeIn</p>
<p>A mom shares her experience as a Scout leader for her sons--and now her daughters! Since February 2019, more than 30,000 girls have now joined Scouts BSA, the outdoor adventure and skill-development experience for youth in the fifth grade through high school. Girl-only Troops focus on the service, community engagement and leadership development Scouts BSA is known for, as they work their way toward earning Scouting's highest rank, Eagle Scout. Learn more at <a href="https://about.scouting.org/girls-in-scouts-bsa/">https://about.scouting.org/girls-in-scouts-bsa/</a> #AdventureOn #EscapeTheIndoors #ScoutMeIn</p>
<p>Come find out what Scouting's all about! We'll be bringing all the fun and info to you on &lt;DATE AND TIME&gt;, at &lt;LOCATION&gt;. Bring your family and check it out! &lt;CREATE, THEN LINK TO FB EVENT TO "RSVP"&gt; #AdventureOn #EscapeTheIndoors #ShareScouting #ScoutMeIn</p>

<Scout's name>'s family shares what Scouting has meant to their daughter. <Scouts BSA has (story about experiences, skills she has learned, fun she has had, etc.)>  
#AdventureOn #EscapeTheIndoors #ShareScouting #ScoutMeIn

These are years of so much potential and growth for your daughter--Scouts BSA can help build confidence, life skills, leadership and more. #AdventureOn #EscapeTheIndoors #ShareScouting #ScoutMeIn

Trustworthy - Loyal - Helpful - Friendly - Courteous - Kind - Obedient - Cheerful - Thrifty - Brave - Clean - Reverent Our world needs more future leaders with these traits, and those future leaders are our youth. Scouts BSA helps our kids become the best version of themselves, for now, and for our future. Learn more at <https://www.scouting.org/programs/scouts-bsa/> #EscapeTheIndoors #ShareScouting #ScoutMeIn #AdventureOn #BeTheChange

Troop <###> loves to ..... Camp/cook over a campfire/hike XYZ trails/give back to our community #EscapeTheIndoors #ShareScouting #ScoutMeIn and/or #SummerOfService

We're here to give your daughter the chance to explore the world through outdoor adventure!

Our Scouting program offers unparalleled opportunity for growth through fun and adventure for girls ages 11-17.

#AdventureOn #EscapeTheIndoors #ScoutMeIn #ShareScouting

If the past couple of years has meant too much screen time and too little fun, Scouts BSA can change that for you and your daughter. Get outside, learn new skills (more than 130+ merit badges to choose from), and make lifelong friends. #AdventureOn #EscapeTheIndoors #ScoutMeIn #ShareScouting

Youth ages 11-17 can join Scouts BSA at any time! No matter when they join, they can expect great experiences, outdoor adventures, skill development and more. Find out more about our all-girl Troop by sending us a PM. We'll be glad to answer any questions you may have. #AdventureOn #EscapeTheIndoors #ScoutMeIn #ShareScouting

We can't wait to include new girls in activities like this! (description of who/what/when/where/why, with no last names) Use hashtags #EscapeTheIndoors #ShareScouting #ScoutMeIn #AdventureOn

*staying on this journey! Keep posting to your page. Post about upcoming activities and*

13 different post ideas

1, if you have a Troop page)

<u>graphic/video to include</u>	<u>(notes to poster)</u>
<p><a href="https://www.dropbox.com/s/1rnset7cpnb9i34/girls%20-%20camping%201.jpg?dl=0">https://www.dropbox.com/s/1rnset7cpnb9i34/girls%20-%20camping%201.jpg?dl=0</a>, <a href="https://www.dropbox.com/s/b9tfsh4pb1xlun2/girls%20-%20hiking%202.jpg?dl=0">https://www.dropbox.com/s/b9tfsh4pb1xlun2/girls%20-%20hiking%202.jpg?dl=0</a> <a href="https://www.dropbox.com/s/pv7b28h93moelxs/girls%20-%20bikes%201.jpg?dl=0">https://www.dropbox.com/s/pv7b28h93moelxs/girls%20-%20bikes%201.jpg?dl=0</a></p>	
<p>photo will autopopulate from link</p>	
<p><a href="https://www.dropbox.com/s/961nveoicxqolp2/girls%20-%20ropes%20course%201.jpg?dl=0">https://www.dropbox.com/s/961nveoicxqolp2/girls%20-%20ropes%20course%201.jpg?dl=0</a> <a href="https://www.dropbox.com/s/qb11sva0rjhpmx/girls%20-%20leadership%202.jpeg?dl=0">https://www.dropbox.com/s/qb11sva0rjhpmx/girls%20-%20leadership%202.jpeg?dl=0</a> <a href="https://www.dropbox.com/s/d2fw405wba9z420/girls%20-%20water%20sports%203.jpg?dl=0">https://www.dropbox.com/s/d2fw405wba9z420/girls%20-%20water%20sports%203.jpg?dl=0</a></p>	

<https://www.dropbox.com/s/sxyrlq9yhxjuv7q/video%20-%20mom%20perspective%20testimonial%20-9>

<p>(linking to the event will include your cover photo for the event)</p>	
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<p>photos of Scout in action that goes with the family's story</p>	<p>Proactively identify families who would give testimonials</p>
<p><a href="https://www.dropbox.com/s/44hbymrartynggf/girls%20-%20future%20by%20handlebars.jpg?dl=0">https://www.dropbox.com/s/44hbymrartynggf/girls%20-%20future%20by%20handlebars.jpg?dl=0</a></p>	
<p><a href="https://www.dropbox.com/s/kzox5v80jrtr6o/girls%20-%20leadership%201.jpg?dl=0">https://www.dropbox.com/s/kzox5v80jrtr6o/girls%20-%20leadership%201.jpg?dl=0</a>  <a href="https://www.dropbox.com/s/pjtw0dzzi15klkm/girls%20-%20biking%201.jpg?dl=0">https://www.dropbox.com/s/pjtw0dzzi15klkm/girls%20-%20biking%201.jpg?dl=0</a>  <a href="https://www.dropbox.com/s/1038v18iuhd4cl0/girls%20-%20shore%202.tif?dl=0">https://www.dropbox.com/s/1038v18iuhd4cl0/girls%20-%20shore%202.tif?dl=0</a></p>	
<p>(photo from activity that you chose to feature)</p>	
<p><a href="https://www.dropbox.com/s/8ld9yytvikdzg8z/girls%20-%20higher%20you%20climb.JPG?dl=0">https://www.dropbox.com/s/8ld9yytvikdzg8z/girls%20-%20higher%20you%20climb.JPG?dl=0</a>  <a href="https://www.dropbox.com/s/ebr3c45xcqgsxxn/girls%20-%20hiking%203.jpg?dl=0">https://www.dropbox.com/s/ebr3c45xcqgsxxn/girls%20-%20hiking%203.jpg?dl=0</a>  <a href="https://www.dropbox.com/s/d2fw405wba9z420/girls%20-%20water%20sports%203.jpg?dl=0">https://www.dropbox.com/s/d2fw405wba9z420/girls%20-%20water%20sports%203.jpg?dl=0</a></p>	
<p><a href="https://www.dropbox.com/s/dddy38m5jo7niyo/girls%20-%20water%20sports%208.jpg?dl=0">https://www.dropbox.com/s/dddy38m5jo7niyo/girls%20-%20water%20sports%208.jpg?dl=0</a>  <a href="https://www.dropbox.com/s/1skkwhu313l025d/girls%20-%20horseback%202.jpg?dl=0">https://www.dropbox.com/s/1skkwhu313l025d/girls%20-%20horseback%202.jpg?dl=0</a>  <a href="https://www.dropbox.com/s/19rtzdut4i741iv/girls%20-%20biking%20-%20scout%20me%20in.jpg?dl=0">https://www.dropbox.com/s/19rtzdut4i741iv/girls%20-%20biking%20-%20scout%20me%20in.jpg?dl=0</a></p>	
<p>(photo from past fun event)</p>	

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