

JULY: RECRUITING CAMPAIGN

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LEE: Welcome to the July ScoutCast, listeners! I'm Lee Shaw, Team Lead of National Alliance, and with me is the famous *Bryan on Scouting* blogger, Bryan Wendell.

BRYAN: Hey, Lee. Okay, listeners, back in May we discussed what you need to do to start a new unit, but what's a unit without the youth, right? So, now is the time to start recruiting.

LEE: And we need some ideas that are fresh for the digital times we live in, so sit back and get ready...

Music Fades

LEE: ...to discuss recruiting campaigns with Hayley Cordaro, the Social Media Specialist with the Communications Team here at the National Service Center. One of her main responsibilities is developing digital strategies for the BSA. Welcome to ScoutCast, Hayley.

HAYLEY: Glad to be here.

LEE: So, Hayley, tell me, how is the National Service utilizing social media to reach older youth?

HAYLEY: We're definitely on a lot of different social media channels, but older youth is a little bit of a different story as far as what channels they're on. Right now, we're putting a lot of emphasis on Instagram. We've got a #WeOwnAdventure campaign going on right now, so we're encouraging older youth to send in what they think adventure looks like to them; that photo, a caption. That's really encouraging a lot of Scouts to get involved

on a social media channel. So, a lot of Instagram campaigns going on that are more geared towards older youth.

LEE: So, what you're telling me is, I shouldn't expect MySpace to be the tool to use to reach the youth.

BRYAN: That's it. I'm shutting down my MySpace account. So, okay, Hayley, that was some good stuff about the National Service Center and what you and your team are doing with Instagram, but what about local councils? How do you recommend they leverage social media to reach those same older youth in their areas?

HAYLEY: Older youth are a little bit more focused on Instagram, YouTube, Snapchat, but I know that's a lot for some smaller councils, so if I had to choose I would say focus on Instagram or at least focus on the one that you're better suited to, whatever your council has the resources to cater to. Within that, there's a lot of ways that you can engage locally. Engagement is key for Instagram, so, that's one of the channels that you can actually speak to the youth in real time. Snapchat is instantaneous but it's harder to keep up with, but Instagram, that's where the kids are. Actually, Scott Olson, our stats guy sent me some stats about the percentage of kids 14 to 17 on Instagram, and with boys it's almost 50% and with girls it's almost 70%. So, Instagram truly is the channel for engaging and speaking to these older youth. The number-one tip I would give local councils is speaking to the youth through the comments, through the DMs, liking, following, really engaging with the audience.

LEE: Okay. So what tools are available to help councils optimize their social media content?

HAYLEY: There are so many great social media tools out there nowadays. User-generated content is awesome, so ask your Scouts, your parents for that content to share; that's a great tool in itself. Ask to send in photos of them at camp, them out at different activities, events. Also, some other tools within the app: Use your hashtags wisely. That's a great way to be seen on Instagram. I typically recommend that you don't have more than two to three hashtags and a post, but then you can include about 30 hashtags in a comment, so that's a great way people can search you. Whether you're at #BeAScout, #BoyScout, #BoyScoutsofAmerica, #nature, #outdoors, that way a lot of different people can see this content. If you want to get cool with the creativity, I would say Canva is really great for that. Within Instagram there are a lot of tools you can use. Also, for scheduling, content management, there's things like Planoly, Buffer, Hootsuite, Sprout Social, so if you want to schedule ahead of time, that's super helpful to be able to kind of schedule out a lot of different content at once and then not think about it and then go back and moderate comments. And then as far as aesthetics go, if you don't want to use Photoshop there's also apps like VSCO and Snapseed. We've got the Brand Center on Scouting Wire, so that's scoutingwire.org. Once you get there, there's the Marketing Membership Hub and Brand Center, and both of those have a lot of great tools that you can utilize for your social media channels.

BRYAN: So, there are plenty of resources available. Is it true you weren't, at one point you weren't able to schedule Instagram posts?

HAYLEY: Right.

BRYAN: So, that's pretty new. Do you recommend that people go ahead and like schedule a week's worth of posts?

HAYLEY: It's brand new so it's awesome that that Instagram is allowing us to do that now, so yeah, I would definitely recommend scheduling a week or as far out as you want to go as long as it's timely.

BRYAN: Now, this might sound a little bit simplistic, but with hashtags on Instagram, you say we can use around 30 in a comment, which is a great tip. How are you finding which hashtags to use? Are you just making them up yourself, are you searching for popular ones?

HAYLEY: Both. We kind of know some of the words that fit with Scouting depending on the activity of the photo, so if the kids are outside then I'm going to probably to look for #Outdoors or #Nature, but when you search that hashtag in the tags section of Instagram, it'll give you related terms under it so you can click on those related terms and that gives me other ideas for other terms related to it. So that might bring me to "exploration" or "discovery" and then you can search how many hashtags are already under that term as well.

BRYAN: Oh, cool.

LEE: You've mentioned a lot of different resources and the apps that are now available to people. What about those less creative individuals who really are searching for more ideas on recruiting campaigns and how that could work with their social media piece?

HAYLEY: Being able to reutilize content that the National Service Center is already using, that's a great way to do it. There's reposts for Instagram, InstaRepost. You can reshare what we've already put out, so you don't even have to think through the caption or the photo. The Brand Center is full of content that you can just put in there. There's great photos, and there are some social media guidelines, we've got Playbooks, so take a

look at those if you kind of want inspiration and want to grab some photos that already exist.

LEE: Wow. I love the repost piece. That can save a council a lot of time and energy and effort, so doing that by itself will probably create a much bigger presence.

HAYLEY: Definitely.

BRYAN: So, Hayley, you're pretty connected on Instagram since you run the Boy Scouts channel. What are some of your favorite accounts to follow and ones that you maybe try to emulate in your work here with the BSA?

HAYLEY: REI is doing a really great job with it, *Outdoor* magazine. It has one look - same color schemes, same color palettes - and we can always try to incorporate that in our channels too, to just kind of make everything cohesive looking.

BRYAN: Now, photos versus video. Is there ratio that we should be going for here? Because I know Instagram obviously lets you post videos as well, and video is becoming more popular on all the social media platforms. What do you recommend there?

HAYLEY: On Instagram I would suggest more photos over videos as static posts, but it's great to put videos in the Instagram stories. The Instagram stories are a great way to do behind-the-scenes content, showing the actual activity of what Scouts are doing in real time. So, that's really fun to be able to incorporate video there but, more emphasis on photos is better.

BRYAN: So, the story is those little circles at the top of your Instagram, right?

HAYLEY: Yes.

BRYAN: So, if a troop wanted to start their own Instagram channel - Troop 123 on Instagram - would you recommend they turn the keys over to a youth member, should an adult do that? What's your recommendation there?

HAYLEY: I like the authenticity of a youth being able to post the content, but an adult should be able to look over and see what is being posted and moderate. Not necessarily have the keys but be in the passenger side.

BRYAN: So, Hayley, is there anything else that we haven't discussed about recruiting campaigns and Instagram and the great ways we're using social media here that you wanted to share with our ScoutCast listeners?

HAYLEY: In the Brand Center that's within the Marketing and Membership Hub, we have a social media section, completely catered to our playbooks, guidelines, images you can use, so that's a great tool for you to be able use whether you're feeling creative or not. Just being able to have that repertoire of resources to be able to use, we encourage that for sure.

LEE: Hayley, thanks so much for joining us on ScoutCast to share with us the ways that we can use social media for our benefit to recruit and stay connected with the community and the Scouts.

HAYLEY: Social media is only growing from here, so it's great to be connected in these channels and speak to the youth where they're at.

BRYAN: Now let's take a short break with a Safety Moment and then we'll be back with Reminders and Tips.

(July Safety Moment - Aquatics)

BRYAN: Okay, listeners, it's time for July Reminders and Tips. It's that time of year when you want to get your chartered organization representative – also known in Scout-speak as the COR – involved in your annual program planning.

LEE: Yeah, Bryan. This actually allows the COR to see what activities the unit is planning for the year and how it can relate to the yearly plan and the objectives that the chartered organization may have.

BRYAN: Now, *Scouting* magazine doesn't publish in July or August, so this month we're going to remind listeners that *Scouting* magazine has an app for iOS, Android and Kindle devices – just \$4.99 a year, and you can browse through every issue of *Scouting* magazine ever printed, 1913 to today, and it's real cool history in that app, Lee. You've just got to search "*Scouting* magazine" in your device's app store.

LEE: But *Boys' Life* is still hard at work, and this month roller-coaster designer and Eagle Scout Mark Rose shares with readers his favorite roller coasters in the country. And speaking of roller coasters, read about the Scouts from Los Angeles who gathered at an amusement park where they learned how engineers use STEM to design the fastest and safest rides.

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LEE: In fact, you can do that right about now, because we are at the end of this July ScoutCast. We want to thank our guest, Hayley Cordaro, for joining us.

BRYAN And thanks to you for listening. Have you got an idea for a discussion on a future ScoutCast? Just send us an email to Scoutcast@Scouting.org or you can tweet us. We're @BSA ScoutCast. A lot of your ideas have been

turned into actual episodes, so let us know. Until next time, I'm Bryan Wendell.

LEE: And I'm Lee Shaw. We look forward to hearing from you.

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