

Social Media Pack

Your guide to making the most of
your online presence



Scouts
Hampshire



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Introduction

The Scouts is a movement and this means keeping up with current ways of working and social trends. The online world is still growing and social media and an internet presence is one of the ways to stay on top of an ever-competitive vie for young people's time.

It may seem daunting initially because it can feel like there is so much out there, but we can use the internet and social media to our advantage

This pack is a solid starting point and will help you begin to widen your understanding of different social medias and how to use them as well as giving tips and tricks on how to stay ahead of the curve with internet use.

We will cover the basics of adverts, advertising, the different social medias, using the brand centre, how to improve your reach and more.

By the end of this pack, hopefully you will have a beginning and broad knowledge of using social media and the online world to boost your Scout Group.



Beginning Improvements

If you have a website, make sure it's up to date with days and times that sections meet and what sections you offer. This includes the 'find a group' tool that can be found on the Scout website.

If your details aren't up to date / easy to find but another Groups' is, likelihood is someone will go with the easier option.



For social media (Facebook, Instagram and Twitter / X being the big three), make sure your username is unique, specific and unabbreviated so people don't get confused.

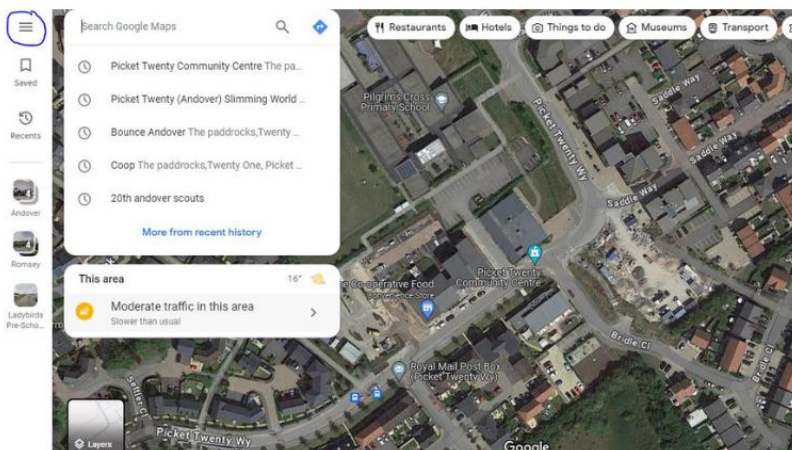
If you were 6th Basingstoke Scout Group for example, instead of 'BasingstokeScouts' use;
'6thBasingstokeScoutGroup' or '6thBasingstokeScoutsOakridge' or '6thBasingstokeBeavers' etc.

Beginning Improvements

How to add your Group onto Google Maps

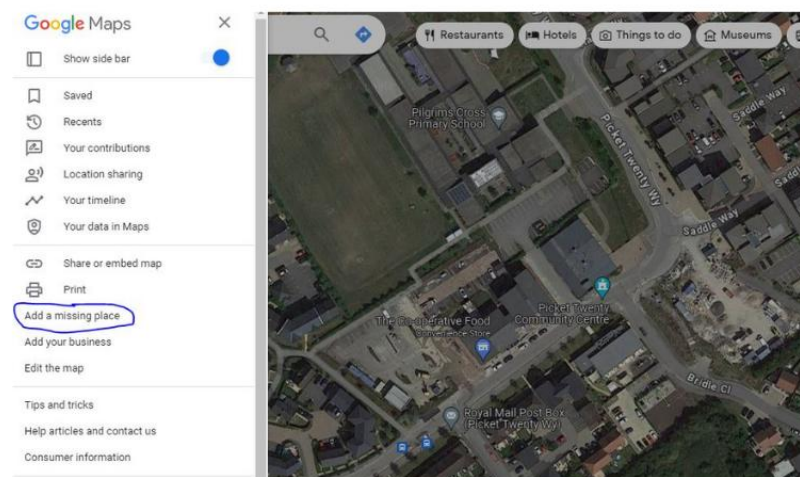
It's far easier to search a Group into Google Maps and for it to pop up as opposed to searching far and wide for it which could put newcomers off.

It's quick and easy to add your Group to Google Maps and is one of those small things that makes your Group easier to find and more convenient for new people.



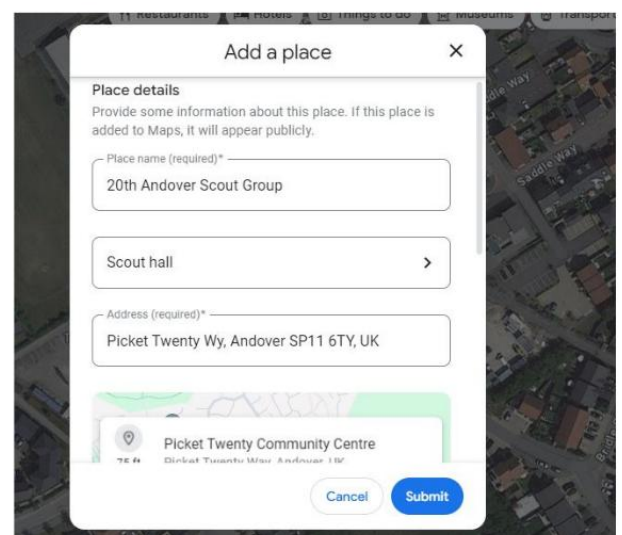
-Open Google Maps.

-Select the three lines in the top left.



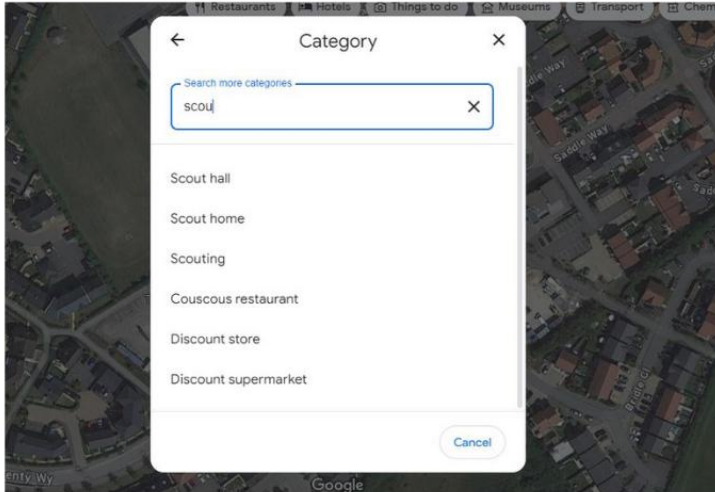
-Select 'add a missing place'.

-Start filling in the details of your Scout Group.

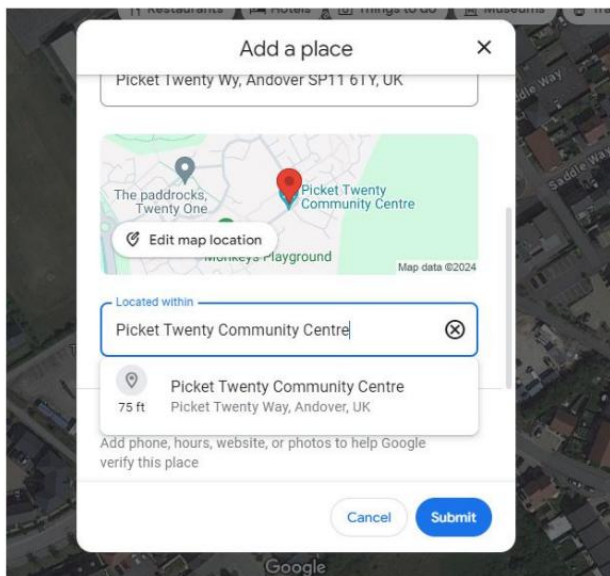


Beginning Improvements

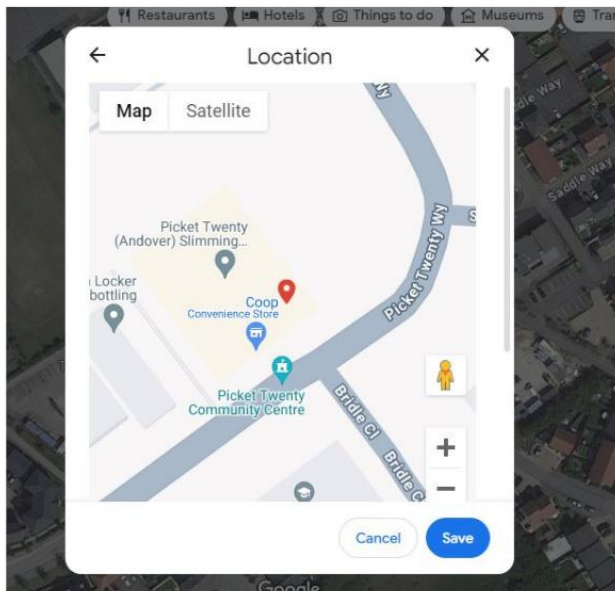
How to add your Group onto Google Maps



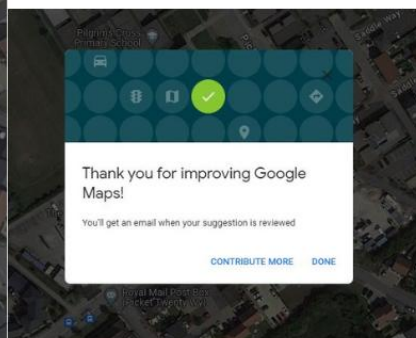
-The option for 'scout hall' will appear when you search it in categories. I'd recommend using this.



-Add the building that your Group is located within.



-Drop the location pin accordingly.
-Press submit.



-It may take a couple of days for your edit to appear on Google Maps but then your Group will be searchable.

The Scout brand centre



The brand centre is a great place to start when it comes to finding content to post online. You can find section, social media and event specific content

It has templates for adverts, banners, photographs and more.

Make all the difference: Volunteer recruitment



You can edit and personalise any templates on the brand centre. You can do this by clicking the 'customise' button that's at the bottom of the page when you're looking at a specific item (more on this later)

Customise



Squirrels templates

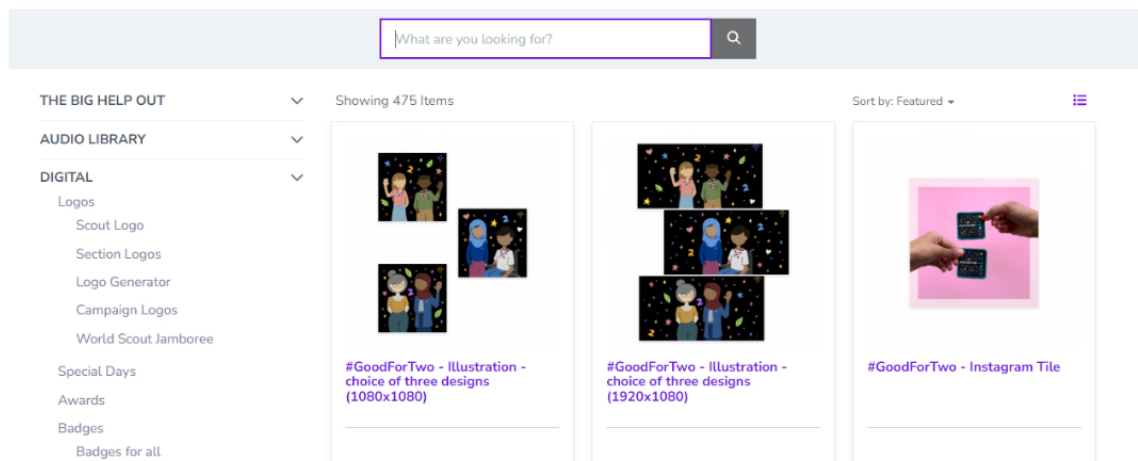
Start creating your posters, flyers and signage now to help promote Squirrels where you are.

You can either pay to have the content printed and posted for you or you can download your chosen photos and adverts for free and then print yourself if you need physical copies.

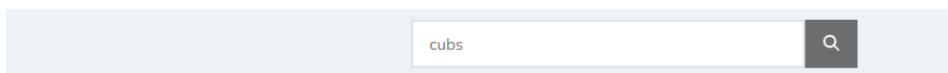
The Scout brand centre



You can use the image library to find photos, logos and designs to edit and personalise



You can use the search bar at the top to be specific with what you're looking for

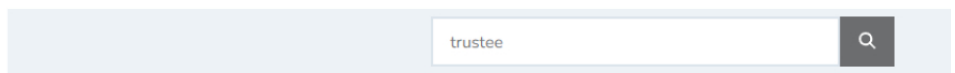


Search Results

We found 78 results for "cubs"



Boy and girl Cubs laughing



Search Results

We found 18 results for "trustee"



Sixer Leadership

Sixer Leadership Stripes Badg

Vacancy Cards

Personalise this card with your group vacancy



Scout Treasurer role poster

Personalised role poster

The Scout brand centre



Once you've decided on your photo / design then change 'Output Type' to 'Download' to get the item emailed to you for free.

Vacancy Cards

Personalise this card with your group vacancy

A6 size cards supplied as a PDF download Order separate cards for multiple vacancies or for use as a general information card.

Also supplied as printed cards in packs of 5, click printed materials below

Lead Time: Available to download after checkout

Code: GE-VACANCY-CARDS-D

Print Standard Size

A6

Output Type

Download

Quantity (packs)

1

Customise

For certain designs, you can now press customise and edit the template so it's specific to your section and what you're wanting to say / advertise

Once your edits are complete, press 'Add to Basket'. This is found at the top right of the screen and the bottom.

Update Preview

Card starting point

Please select one

Role or Title

Volunteer Manager

My Scout Group

Heading

Social media superstar

Text

We prepare young people with skills for life. But who supports the volunteers who make this happen? People like you. You can inspire, motivate and plan ahead. You'll enjoy working with adults and young people in your local area and seeing the impact of your efforts. You'll be organised, diplomatic and know how to get the best of out people. We're not going to pretend this is easy. This is a big role. With big rewards. And because you believe in the power of

Please check both the visual representation below and use the **preview** button to ensure that the artwork is **exactly** as you expect as this is the file used to produce your materials. What you enter into the editable fields may populate differently or not appear at all due to space restrictions in the design. The Scout brand centre is not responsible for any errors or omissions in your artwork preparation.

Volunteer Manager My Scout Group

Social media superstar

We prepare young people with skills for life. But who supports the volunteers who make this happen? People like you.

You can inspire, motivate and plan ahead. You'll enjoy working with adults and young people in your local area and seeing the impact of your efforts. You'll be organised, diplomatic and know how to get the best of out people.

We're not going to pretend this is easy. This is a big role. With big rewards.

And because you believe in the power of Scouting to help more young people you'll know it's all worthwhile.

Sound like you? Great. Let's talk.

Hampshire Scouts is part of the Scouts, offering fun, friendship and skills for life to over 460,000 young people across the UK.



Add to Basket

Cancel

The Scout brand centre



Next, press 'CHECKOUT'



Vacancy Cards (PDF)
Personalise this card with your group vacancy
Vacancy Card A6
Code: GE-VACANCY-CARDS-D
Size : A6
Output Type : Download
[Save for Later](#)

[Edit](#)
[Preview](#)

1

Update

£0.00
£0.00 exc. tax

X

Lead Time:
Available to download after checkout

[Empty Cart](#)[Continue Shopping](#)

Nett £0.00
VAT(0%) £0.00
Total £0.00

CHECKOUT

Followed by 'Place Order'

Review Order

Item	Quantity	Sub Total
 Vacancy Cards (PDF) Vacancy Card A6 Code: GE-VACANCY-CARDS-D Size : A6 Output Type : Download	1	£0.00 £0.00 exc. tax
Total Order Amount		£0.00
VAT(0%)		£0.00
Total Tax Amount		£0.00
Order Total		£0.00

[Edit Cart](#)

Add Discounts

Place Order

Your downloadable files are currently being prepared. You will receive an email notification once they are ready.

You will then receive the above message in red and about a minute later your order will arrive in your email inbox ready to download.

Hello Ellie

Your item is ready to download.

Download

Order Summary

Item	Quantity	Price
Vacancy Cards (PDF)	1	£0.00

[Your Orders](#)

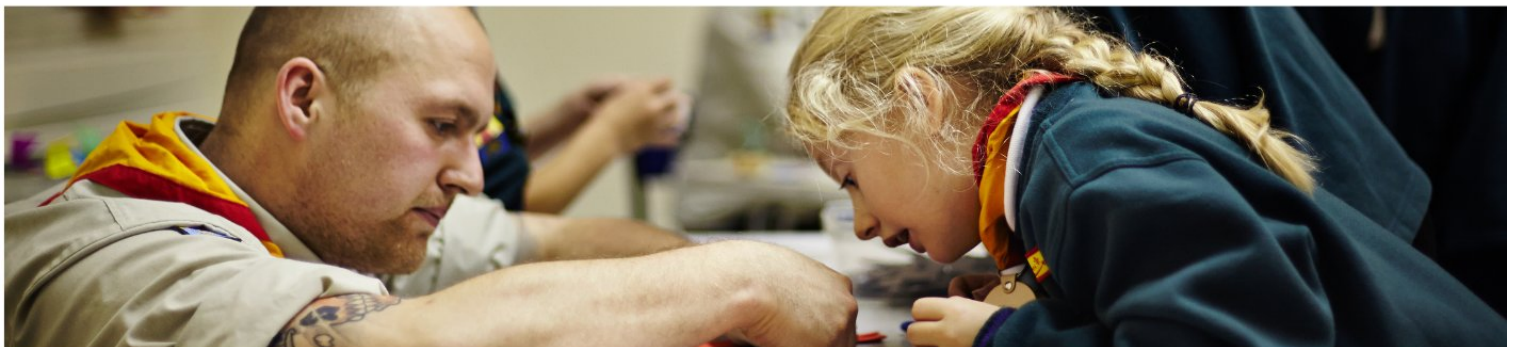
What you're posting - our tone of voice

When writing on your website or social media we want to keep the language simple and easy to understand, as if you were talking to someone.

Try to avoid Scouts jargon such as abbreviations that we may understand but someone with no scouting experience wouldn't e.g
GLV, DLV, SASU

Try and add a surprising twist to your story if possible to keep it interesting. If your local Cub pack has done a litter pick then you could say they were **saving the planet one crisp packet at a time!**

When looking for an eye catching headline, maybe for a website, news post or a recruitment poster, try to ground it to a place or time.
For example: **Thinking big starts in the village hall.**



Think about what message you are trying to get across with your posts.

People want to be able to see themselves in Scouts and feel like they belong (which they do!) so make sure your messaging and pictures reflect that.

What you're posting- pictures



Good pictures make a post!

They can capture attention and inspire people more than words often can. We want the pictures we use to be powerful, make a good impression, and be clear to who we are as Scouts.

Clearly Scouts

Make sure it's obviously 'Scouts'! Are neckers visible, is there a logo etc. If you want to make it clearer that the picture shows a Scout activity, put a simple fleur-de-lis logo in the bottom corner.



Action shots

Our scouts are normally active, adventuring and having fun so make sure the photos you use reflect this. Static, line-up photos like it's a class photo don't really show what we do. Keep it exciting and show off the joy of scouting.



What you're posting- pictures

Taking your own pictures - tips

Avoid clutter

We want the focus on our pictures to be on our Scouts right at the heart of the action, not on the rubbish in the back of shot. When taking pictures, remove any clutter or frame your shot so it's not visible

Be bold

Be original and exciting in your pictures whenever possible. It can add some excitement or catch people's attention as they are passing. Good examples could be silhouette shots, action shots or capturing something in mid-air such as leaves falling.

Rule of thirds

Divide your screen into thirds both from top to bottom and side to side. Photos look better if you place the subject or the horizon of your photo on these third lines.



Facebook Pages

Facebook Pages are a public stream of updates that we want everyone to see.

They are great way to spread the word of what your Scout Group is up to to the members of your community and the wider public.

People don't need to be a member of Facebook to see what is on the page and it is easily found on Google.

If you need something a little more private, then consider a Facebook group (more on these next).



Content

What are Facebook pages useful for?

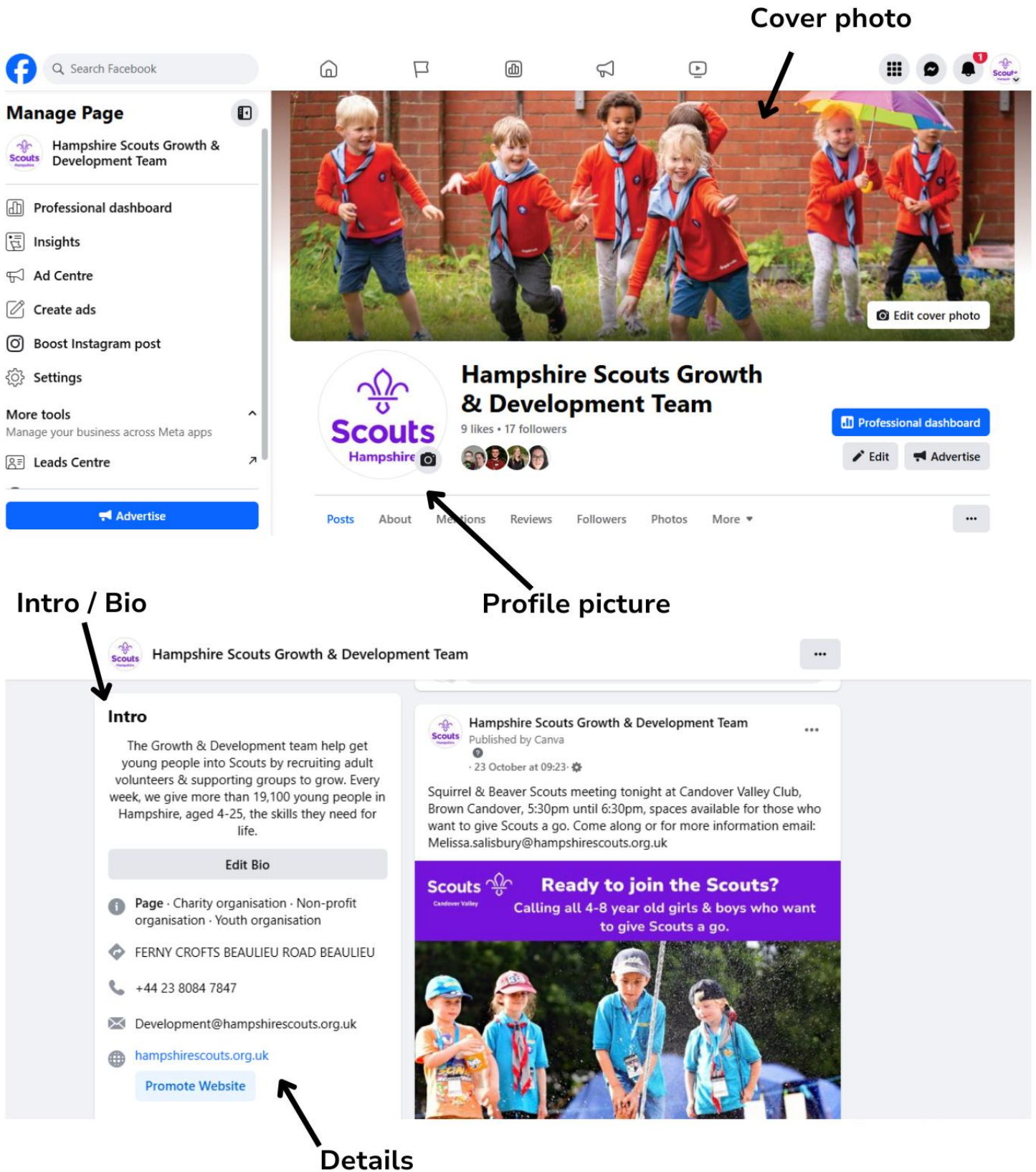
Depending on the audience of your Facebook page, any of the following may be good uses:

- Messages for both members of the group and the wider community / public.
- Recruitment of new young people, such as advertising spaces in sections or if a new section is opening up.
- Recruitment of adult volunteers, trustee boards or leadership teams through initiatives like the Four Week challenge. Using a public Facebook Page helps to advertise these roles to more than just existing members of your Group.
- Fundraising events and initiatives, both details of physical events that you want your community to attend and online activities such as sponsorship or fundraising links.
- Sharing highlights of the activities your young people take part in such as adventurous activities, community impact projects, nights away or examples of personal growth (parental permission should be sought).
- Sharing posts, events or relevant messages posted by others within Scouting such as from HQ or Hampshire Scouts.

Facebook Pages (2)

What your Page could look like...

Cover photo



Intro / Bio

Profile picture

Details

Intro

The Growth & Development team help get young people into Scouts by recruiting adult volunteers & supporting groups to grow. Every week, we give more than 19,100 young people in Hampshire, aged 4-25, the skills they need for life.

Edit Bio

Page · Charity organisation · Non-profit organisation · Youth organisation

FERNY CROFTS BEAULIEU ROAD BEAULIEU

+44 23 8084 7847

Development@hampshirescouts.org.uk

hampshirescouts.org.uk

Promote Website

Hampshire Scouts Growth & Development Team

Published by Canva

23 October at 09:23

Squirrel & Beaver Scouts meeting tonight at Candover Valley Club, Brown Candover, 5:30pm until 6:30pm, spaces available for those who want to give Scouts a go. Come along or for more information email: Melissa.salisbury@hampshirescouts.org.uk

Ready to join the Scouts?

Calling all 4-8 year old girls & boys who want to give Scouts a go.

Facebook Pages (3)



Profile picture top tips

This goes at the top of your page and on every post you make.

Keep this simple and with a clear Scouts flavour – the Scouts logo or the fleur-de-lis is perfect for this.

A busy / packed picture may not work as the image has to work at small sizes.

It will be shown in a circle so don't have everything around the edge or corners of the photo.

Choose a good cover photo.

The cover photo is shown at the top of your page when people visit it and is a great way to make a good impression.

The picture should be:

- Good quality and the right size so it is not blurry or cropped out.
- Shows the fun and positive side of Scouts. Good examples are pictures of scouts doing activities, in groups together and having fun.
- Clearly Scouts. We can have our young people wearing neckers or informal scout clothing. We could also put a logo, section logo or fleur-de-lis onto the image.

Intro / Bio

Your intro should say who you are and include some basic information to help a page visitor.

For example if you are a Scout Group, maybe mention the areas you cover.

Make sure to include links to your website if you have one, and a contact email or phone number in the 'details' section to help others get in touch.

Facebook Pages (4)

Characteristics

Like, Comment and Share

Under each post you will find the following three icons. It is a sign of an impactful post when we have people using these on the post (hopefully positively!)

 Like	Allows people to react to the post. Pressing it once gives a simple like option. Pressing and holding the button gives more options: From left to right: Like, Love, Ha Ha, Wow, Sad, Angry. 
 Comment	Allows people to write their own comment underneath the post where everyone can see.
 Share	Allows people to share the post to another group of people. It could be in a message, to another page or a group.

Pictures

Where possible, use pictures or videos with every post. It helps make your posts much more engaging and gets more people to stop and look at your message as they're scrolling past it.

If you don't have a relevant picture from your group then use a Scout stock picture from the Scouts Brand Centre.

If your picture isn't clearly Scout related then try adding a small fleur-de-lis logo in a corner of the image. You can do this in the Brand Centre or using photo editing programmes.



Hampshire Scouts Growth & Development Team

Published by Ellie Hampshire

25 September

Having a great time meeting [#students](#) at the University of Southampton Life Fair. Discussing [#volunteering](#) opportunities in [#hampshire](#). Come along and say hello. Thanks Gemma Hayden from Hampshire Scouts and Guides in Hospitals for joining us. [#scouts](#) [#skillsforlife](#).



Facebook Groups

Facebook Groups are perfect for sharing information, updates and pictures with members of your Scout Group.

Where a Facebook Page is public and open to anyone, you can make a Facebook Group private and only accept certain people into it.

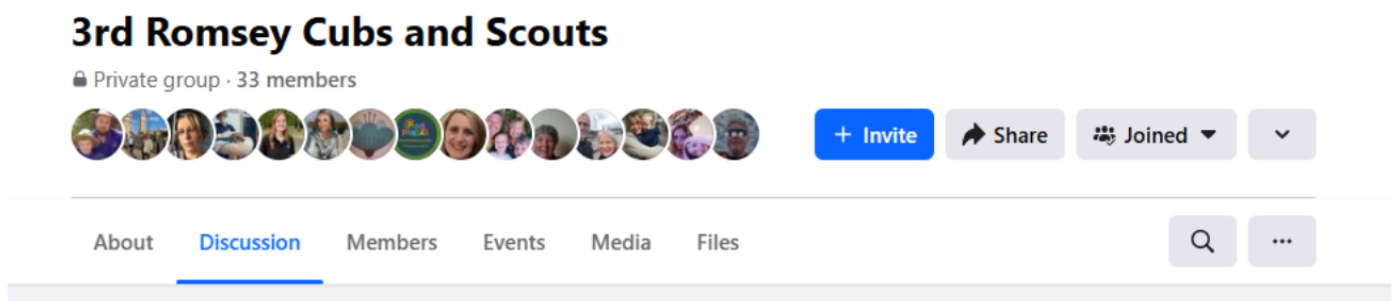
You can also control who is allowed to post and you'll be able to see the number of people who have viewed what you post. Generally, everyone will be notified when something is posted in the group.

Content

What are Facebook Groups useful for?

It varies depending on what you use them for but good examples of how you might use Facebook groups:

- Posting targeted messages to a group of individuals that you know, such as parents and members of a particular section or even the whole Group.
- Sharing sensitive messages such as details of a meeting outside of a HQ which would be inappropriate to share publicly.
- Sharing photos and videos of activities to parents in a more controlled setting than publicly. You would still need parental permission, normally though a form or setting on OSM, to do this.



Although you could make your Group public, most Scout Facebook groups are private groups for passing on messages to parents or members.

Facebook Groups (2)

What your Group could look like...

5th Testwood Beavers

Private group · 107 members



+ Invite

Share

Joined



About Discussion Featured Members Events Media Files



Write something...



Anonymous post



Photo/video



Poll

Featured

1 new



Most relevant



Admin Group expert

+1

12h



We had some fun learning about first aid this week!

About

A group for parents and carers of our 6 and 7 year old Beaver Scouts in Totton, Hampshire.

If you are interested in joining us, check out our ... See more

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

Totton, Southampton, United Kingdom



Today we have been having fun with Archery at the Group Activity Day.



7

Seen by 29

Like

Comment

Send



Comment as Ellie Hampshire



Instagram



Instagram is all about pictures, the more breath-taking the better.

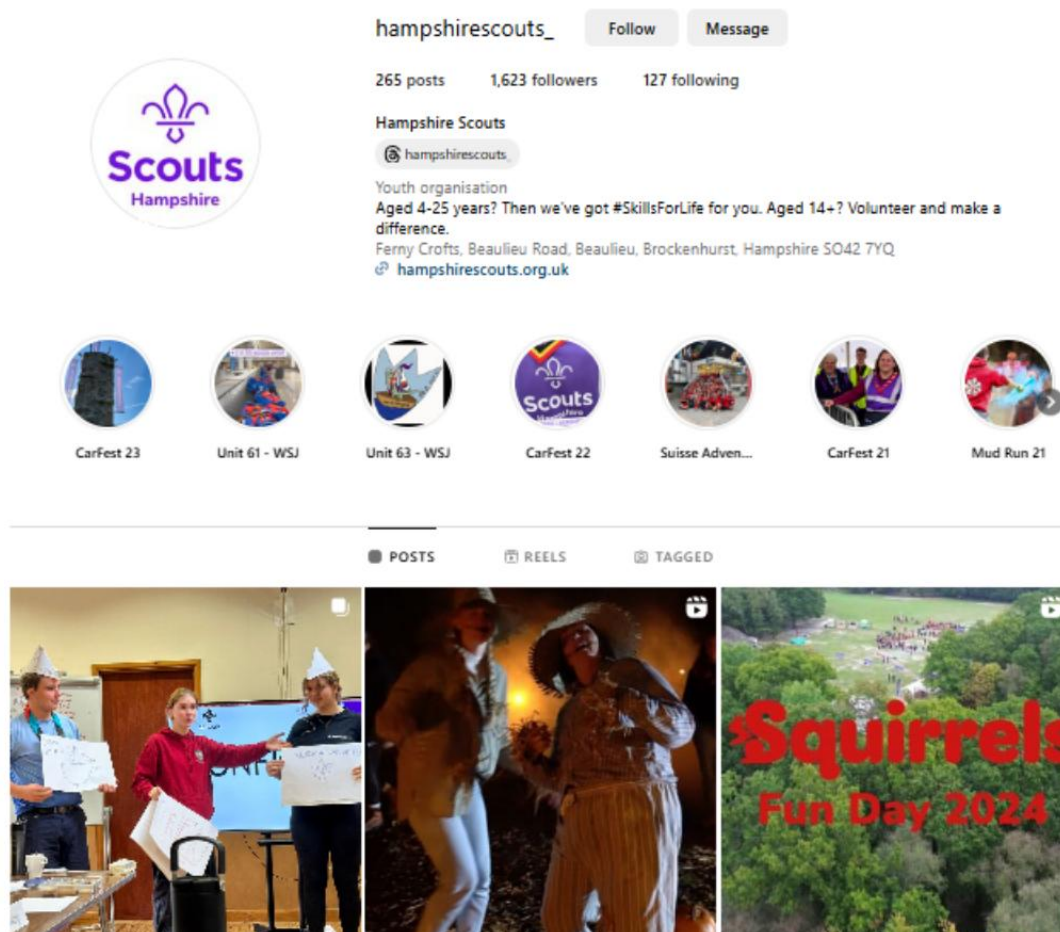
Most Scouts use it as a place to show off what they're doing to their volunteers, parents or members of their community. People don't need to join Instagram to see what we post. Instagram is a popular platform with young people at the moment with many using it more than Facebook.

Content

Pictures (and reels)

On Instagram pictures (and short videos known as 'reels') are **everything!** When people look at a profile, they don't even see the text unless they click on the picture / reel so they have to be good.

Use pictures of scouts learning skills, having fun or on an adventure. You can combine pictures into galleries, where you move left and right between pictures, or into a collage.



Instagram (2)

What is Instagram good for?

Similar to Facebook Pages, these are good uses of Instagram:

- Sharing highlights of the activities our young people take part in such as adventurous activities, community impact projects, nights away or examples of personal growth (parental permission should be sought).
- Recruitment of new young people or adult volunteers. Showing pictures of happy volunteers and members can work wonders here.
- Eye catching fundraising events.
- Sharing posts, events or relevant messages posted by others within Scouting such as from HQ or Hampshire Scouts



What are Instagram stories good for?

'Stories' are a function that you can temporarily share on your profile to help share events and to interact with your followers. Some of the functions are:

- Interactive features such as question and polls, these can be used to communicate with your followers and to get insight in what they think.
- You can share posts on your story that are relevant to your followers.
- Stories are only viewable for 24 hours.

Instagram (3)

Characteristics

Like, Comment and Share

Under each post you will find the following three icons. It is a sign of an impactful post when we have people using these on the post.

	Like a post to show agreement or appreciation. On phones, this can be done quickly by double tapping the picture.
	Comments allow people to write under your tweet.
	The Share button gives you other options, such as sharing in a message, to other social networks or through a link.

Hashtags and handles

Instagram uses hashtags and handles to connect your post to a wider conversation and help it be found.

A **hashtag** connects your message to a wider conversation and makes it easier to find. Examples that Scouts often use is #SkillsForLife, #volunteer or #YouShape. On Instagram it is common to write tags of what is in the post so it appears in other searches as well. For example you post a picture of a young person and their cat because they've just done the Animal Carer badge; the post could have hashtags such as #cat, #youngperson #pet #badge #catsofinstagram to name a few. Anyone now looking at these topics would see that picture.

A **handle** is your username on Instagram. Because your username is also your URL there are a couple of things that can't be in your username: capital letters or spaces. Lots of people on Instagram tend to use the underscore _ instead of a space to get around this

You can include handles and other people in your posts by using the @ symbol followed by their name on Instagram. Hampshire Scouts for example can be included by adding @HampshireScouts_ into your message.

Instagram (4)

Profile picture top tips

The same guidelines apply for Instagram profile pictures as they do for Facebook (see page 16 for a refresher)

Boil it down in your Bio

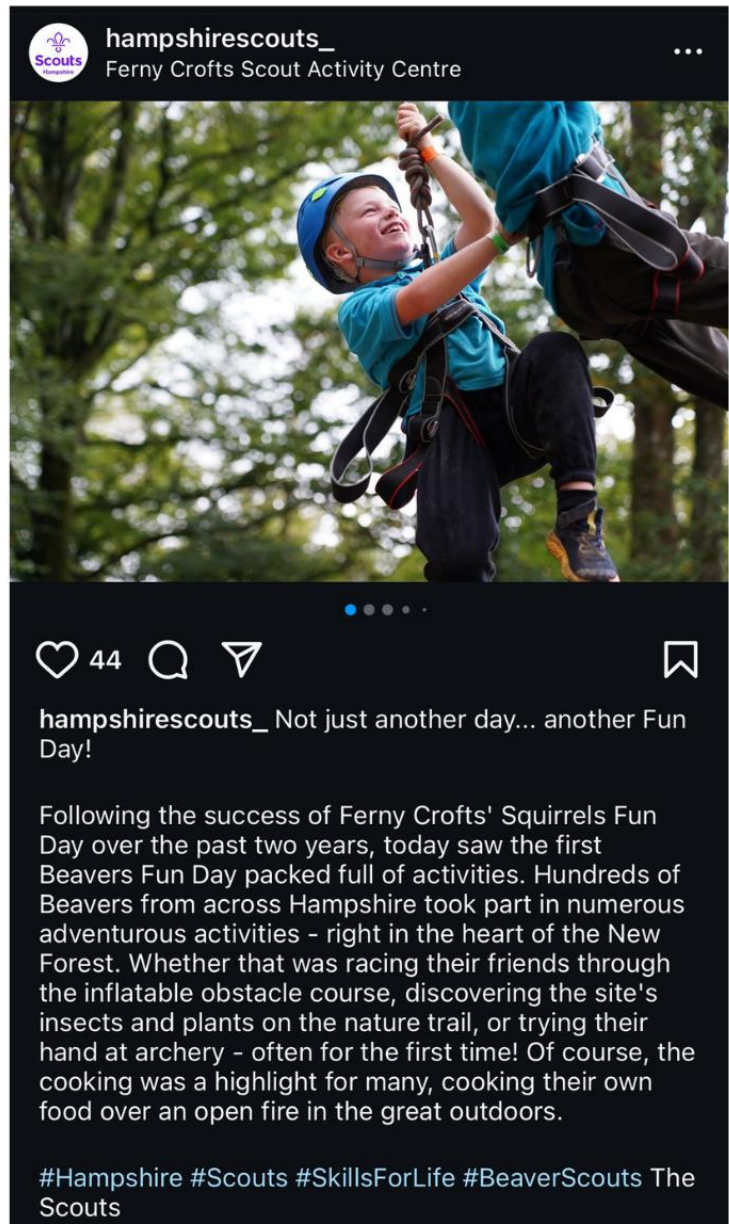
Your Bio appears at the top of your profile but you've got to keep it brief as you only get 150 characters. Give a short summary of what you do (We help young people make a difference by giving them #SkillsForLife) or who you are.

Mobile first

Something to note with Instagram is that it is built and designed for use on smart phones.

While you can see profiles and pictures on the internet through any web browser you can only add pictures to your profile from the Instagram app on a smartphone. It is mostly because they want people to be posting in the moment – whip out your phone, take a cracking picture and post it quickly online.

When managing this it is useful to have a small team of people who are trusted to have the app on their phone and to post from there.



X (formally known and still regularly called Twitter) is all about what is happening now, a conversation in quick, short updates.

When Scouts use X / Twitter, it is usually to contribute to the public story of the good Scouts are doing. This could be for volunteers, parents or members of our community.



Content

What is X / Twitter good for?

- Bitesize updates in a short and snappy way, this is a great place for short form, exciting content.
- Updating the public on what your Group have been up to, sharing highlights of activities and events that your young people have been involved in.
- Recruitment of adult volunteers to parent rotas, trustee boards or leadership teams. X / Twitter helps to advertise these roles to more than just existing members.
- Fundraising initiatives, both details of physical events that we want our community to attend and online activities such as sponsorship fundraising links.
- Sharing posts, events or relevant messages posted by others within Scouting such as from HQ, Hampshire Scouts or your District.

X / Twitter (2)

Keep it short-

You have a character limit of 280 characters per post!

Twitter's best-known feature is that it's snappy and to the point.

If you need a longer message, such as event details, then post the full details on your website and include a link in your post.

Pictures

Where possible, use pictures or videos with every post. It helps make your posts much more engaging and get more people to stop and look at the message as they are scrolling past it on their newsfeed.

Characteristics

Hashtags and handles.

Twitter is built around conversation and there are two main things you can include in your tweets to help with this.

-A **hashtag** connects your message to a wider conversation and makes it easier to find. Examples that Scouts often use is #SkillsForLife, #volunteer or #YouShape.

-A **handle** is the way people can find you on Twitter. It has the @ symbol in front of it and the shorter the better. Some users keep their handle the same as their name, @HampshireScouts being an example, while others have to shorten their name, for example Hampshire Scouts Top Awards is shortened to @hstopawards. You can include handles in your tweets to include them in your message or bring their attention to it.



X / Twitter (3)

Replies, Reposts, Likes and Share

Under each post you will find the following three icons. It is a sign of an impactful post when we have people using these on the post.

(some of the language on the graphic below is out of date since Twitter became X)

	Replies allow people to comment under your tweet or for you to expand it with another tweet underneath it (called a thread).
	Retweeting allows you to share someone else's tweet to your followers. When you click on it you get the option to do a simple retweet, so your followers see it, or 'Quote retweet' which allows you to add your own comments to it.
	Like a tweet to show you agree with it. You can easily see what a user likes so be careful what you like when using a Scout account (nothing political for example).
	This button gives you other sharing options, such as how to share a tweet in a message.



Reply

Repost

Like

Views on post

Save and share

X / Twitter (4)

Profile picture top tips

The same guidelines apply for X / Twitter profile pictures as they do for Facebook (see page 16 for a refresher)

Boil it down in your Bio

Your Bio appears at the top of your profile but you've got to keep it brief as you only get 150 characters. Give a short summary of what you do (We help young people make a difference by giving them #SkillsForLife) or who you are.

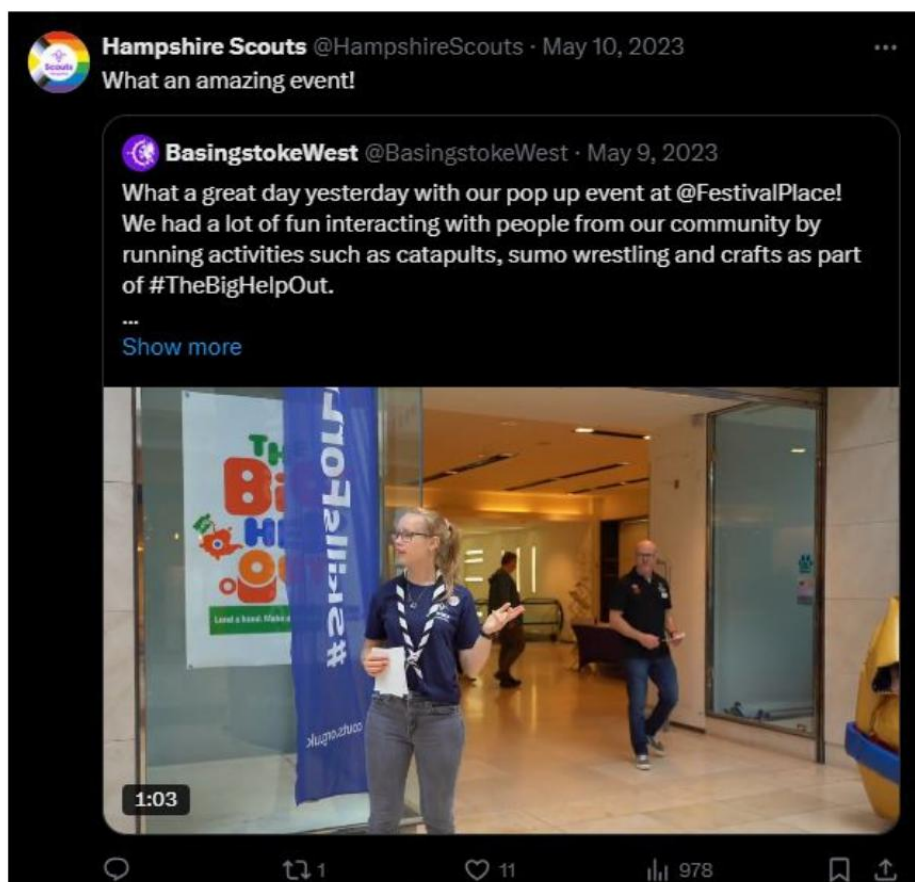
Who to follow and who to tag in your posts.

Something good going on? Then share the good news with:

- Other Scouting accounts such as Hampshire Scouts (@HampshireScouts), The Scouts (@UKScouting) or the Hampshire Top Awards team (@hstopawards)
- Other Scout volunteers or other Groups in your District.
- Local news media, local councillors or MPs.

Choose a good header image.

The header image is shown at the top of your Twitter profile when people visit it and can make a good impression. The same guidelines apply for X / Twitter header pictures as they do for Facebook (see page 16 for a refresher)



Your ad needs to read well

Start with bigger fonts and titles at the top of your ad and get smaller as you read down.

For example, a classic flyer reads downwards and the information needs to naturally flow in this way.

Instantly recognisable brand

Use the Nunito Sans font, brand colours and make sure there is something recognisably 'Scouts' about your ad. Group or section logos, the fleur-de-lis and pictures of people in uniform are great. The brand centre is a great place to go for this.

Use QR codes

QR codes are a great way to add a link into your ad. It makes it interactive and is a great way to share information about your event / initiative or a way to have people sign up. There are plenty of free QR code creation sites on the internet that you can use.

Hierarchy of information

Think about what you want to stand out and consider the formatting of the ad.

The main point should be the boldest, the biggest and the first thing someone reads.

Don't overload an ad

It's easy to go overboard. At the end of the day, your ad just needs a clear message, good picture and reads easily. Engaging and inspiring doesn't need to be complicated. More information can always be added using a QR code link.

Advert examples

A range of ad examples, made on Canva...



Canva is a great site and tool for designing adverts. It's straight forward to use and can give you templates of flyers, posters and banners.



Scouts
7th Farnborough

Squirrels Taster Sessions

Monday 22nd April and Monday 29th April - 4:30pm - 5:15pm



Age 4 - 6?

You are so welcome to join Squirrels! Make friends, play games and learn skills for the future. Come for 2 weeks of taster sessions and see how much fun can be had! (Adults stay for the fun).

Can you help?

Following the taster sessions, we need a dedicated team of adults to lead and support our Squirrel Drey. No matter your experience, if you're enthusiastic - we want you! Speak to us at the sessions to find out more.

Come to our Squirrel taster sessions and join the adventure!
Join us for two weeks of challenges, crafts, games and fun.

 22nd April and 29th April

 4:30pm - 5:15pm

 Henry Tyndale School, Ship Lane,
Farnborough GU14 8BX

 ellie.selwood@hampshirescouts.org.uk



Please register your interest using this QR code or send us an email.

Advert examples



Scouts
9th Southampton City

Inspiring the young people of Southampton starts with someone like YOU.

9th Southampton City (Shirley Warren) Scout Group are looking for leaders and helpers to join their team.

If you're an inspirer, planner or make a mean cup of squash - we need you! This could be the best decision of your life...

Contact
ellie.selwood@hampshirescouts.org.uk for more information.

Squirrels BEAVERS cubs scouts

The advertisement features a central purple box with white and yellow text. It is flanked by four photographs: a man in a blue jacket, a woman in a white shirt, a man in a white shirt, and a woman in a blue headscarf. The bottom of the box has a yellow banner with the text 'Squirrels BEAVERS cubs scouts'.



9TH SOUTHAMPTON SCOUTS
OPEN EVENT

THURSDAY 15TH FEBRUARY 2024

FREE EVENT

Join the adventure and learn **#SkillsForLife**

Ever wanted to try out Scouts?
Join us for fun challenges and exciting activities at our open session.

If you're age **10-14**, or are an adult interested in volunteering - **drop in between 10am - 2pm** and see what we have to offer!

Scouts
9th Southampton

Thursday 15th February 2024
10am - 2pm
The Warren Centre, Chestnut Rd, Shirley Warren, Southampton SO16 6BR
ellie.selwood@hampshirescouts.org.uk

The advertisement features a green background with a large yellow hexagon on the right side. The hexagon contains a photograph of two young people in orange helmets and safety harnesses, participating in a climbing activity. Below the hexagon are four smaller yellow hexagons, each containing a photograph of different Scout activities: a person on a quad bike, a person on a rope, a group of people, and a person on a rope. The text is arranged in a clear, structured layout with bold headings and a list of details at the bottom.

Advert examples



Volunteers Needed for a day to give our Scout Hut some TLC



Are you part of a team of volunteers looking to give one / two days of your time? We need you!

9th Southampton City Scout's Hut needs a bit of TLC. From a fresh lick of paint, to dusting the cobwebs and cleaning up a bit – you could be part of the dream team that makes it happen!

Our leaders work tirelessly to engage and inspire the local youngsters from age 4 – 14, with sessions running four nights a week and so they simply don't have the time to give the hut the clean and love it deserves.

We're flexible around you so let us know when you / your team is free to lend a hand.

Contact ellie.selwood@hampshirescouts.org.uk if you can help.



Squirrels Taster Sessions

Tuesday 19th March and Tuesday 26th March - 5pm-6pm



Age 4 - 6?

You are so welcome to join Squirrels! Make friends, play games and learn skills for the future. Come for 2 weeks of taster sessions and see how much fun can be had! (Adults stay for the fun).

Can you help?

Following the taster sessions, we need a dedicated team of adults to lead and support our Squirrel Drey. No matter your experience, if you're enthusiastic - we want you! Speak to us at the sessions to find out more.

- 19th March and 26th March
- 5pm - 6pm
- St. Gabriel's Church, Tewkesbury Cl, Basingstoke RG24 9DU
- ellie.selwood@hampshirescouts.org.uk



Please register your interest using this QR code or send us an email.

Squirrels

Advert examples



Inspiring the young people of Itchen starts with someone like YOU.

Our Scout Group is looking for leaders and helpers to join the team.

If you're an inspirer, planner or make a mean cup of squash - we need you! This could be the best decision of your life...



Contact volunteer@itchensouthscouts.org.uk or scan the QR code for more information

Squirrels BEAVERS cubs scouts EXPLORERS



1st Itchen South

Do more, be more, share more

Do something amazing, join our adult volunteer team at 1st Itchen South (Woolston) Scout Group.
Adventure awaits...



Our meeting times are:

BEAVERS (6-8 yrs) - Mondays, 18:00 - 19:15

cubs (8-10.5 yrs) - Tuesdays, 18:30 - 20:00

SCOUTS (10.5-14 yrs) - Thursdays, 19:00 - 21:00

We meet at Porchester Road, Woolston,
Southampton SO19 2JB

You can make all the difference...

For more information email volunteer@itchensouthscouts.org.uk or scan the QR code



Advert examples



All that's missing is you...

We've opened a Squirrel Scouts section within 7th Farnborough Scout Group.

Squirrels is the youngest section in Scouts, where adventure, friendship and fun is at the centre!

We're looking for more young people and adult volunteers to join our Squirrel Drey.

If you have a young person between the ages of 4 - 6 who would like to join, and you (or someone you know) can stay and help at the sessions, we'd love to hear from you.

7th Farnborough Squirrels runs on Mondays from 4:30pm-5:15pm.

To find out more, contact ellie.selwood@hampshirescouts.org.uk



Get the most out of your ads



Where to post

Social media

Post on your own social media pages / profiles and other's too.
Look at Facebook Pages and Groups for your local area and community and advertise on the appropriate ones.
Tag places in your posts using hashtags and @ their accounts.

Weston Southampton so19 group

Farnborough Community

Spotted Basingstoke

Spotted In Andover

New Forest to Southampton

Chandler's Ford Friendly Neighbours

Examples
of
community
Facebook
Groups

A black arrow pointing from the text "Examples of community Facebook Groups" towards the list of group names.

Local voluntary services

Hampshire has the the CVS Network, an alliance of 8 local organisations who work together to help advertise and find volunteers for Hampshire's charities. Scouting can advertise on these websites and anyone can view the ads so it's a great way to promote your groups beyond your adult's circles. Find your local CVS network here -

<https://www.hampshirecvs.org.uk/network/>

There are also other local voluntary services you could use that cover smaller areas. For example BVS in Basingstoke, Unity in Andover or SO:Linked in Southampton.

Community sites

Local Council websites often have an events section that you could use to advertise any taster / open events when recruiting young people.

Look for other online community noticeboards in your area (churches, community centres etc)

Get the most out of your ads



When to post

A simple google of 'best time to post on Facebook' or 'best time to post on Instagram', will throw up a whole heap of results.

At the end of the day, the algorithm of these sites is ever changing and hard to pin down so please take the following advice with a pinch of salt, but here are some general guidelines...

Weekdays

According to most advice, weekday posts garner far more engagement than weekend ones.

Mornings

Overall, most social media guides say mornings are the best time to post so you catch the early morning and before-work scrollers.

Think about your timings

Morning scrolls, the lunch-break social media check and the 'after the kids are in bed' times tend to work well. Think about when your key audience will likely be online and time your posts for then.

Scheduling your posts

You can 'schedule' your posts to publish at a certain time, you don't have to manually do it yourself in the moment.

Test and try

Test different days, try different times and find what works for you and your following.

Feel free to delve into the google search results for more information on this.

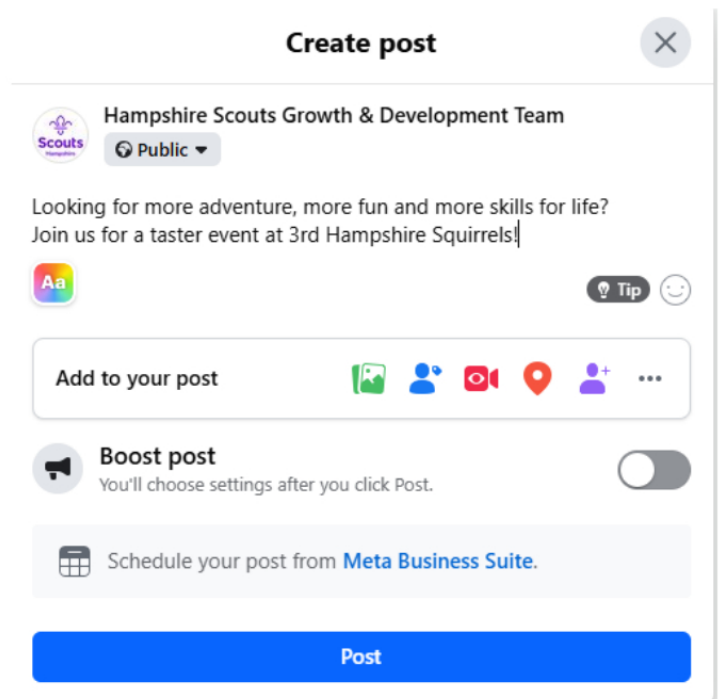
Paid Ads

Boost your ads on Facebook and Instagram

Boosting a post is a paid way to promote your social media post to a wider audience. It amplifies the reach of your content to appear to a wider range of your target audience, outside of people who already follow your page.

Boosting a post can help you:

- Increase awareness of your Group
- Get more followers
- Increase engagement, reactions, shares, and comments
- Reach new people who are likely to be interested in scouting
- Drive traffic to your post
- Communicate with more people



The screenshot shows the Facebook 'Create post' interface. At the top, it says 'Create post' with a close button. Below that is the profile of 'Hampshire Scouts Growth & Development Team' with a 'Public' privacy setting. The post text reads: 'Looking for more adventure, more fun and more skills for life? Join us for a taster event at 3rd Hampshire Squirrels!'. There are icons for adding photos, videos, links, and location. Below the post text is a section for 'Add to your post' with icons for photos, videos, links, and location. Underneath is a 'Boost post' section with a megaphone icon, the text 'Boost post', and a subtext 'You'll choose settings after you click Post.' with a toggle switch. At the bottom, there is a link to 'Schedule your post from Meta Business Suite.' and a large blue 'Post' button.

How to boost

You can boost a post by:

- Selecting a goal, such as getting more messages or profile / page visitors
- Choosing who you want to see the post, based on demographics, location, and interests
- Setting a budget and how long you want the promotion to run
- Scheduling the boost

Impact and expectations



Have sensible expectations

One advert posted isn't going to get you 10 new leaders unfortunately, and your first photo may not garner 100 likes. Especially when you begin posting on your social media accounts, engagement can be low. But keep posting, keep reaching out and keep building your following and you'll see your responses start to grow. It takes time to gain followers, so don't be disappointed if there's an initial slow start.

How long an post / ad lasts

Posts / ads sink to the bottom of a news feed relatively quickly if they're un-boosted so keep posting regularly. Put out new and fresh content frequently so your followers can see it, share it and respond to it and grow your following.

Use a layered approach

A combination of word of mouth and physical advertising, repeat online engagement, and seeing a message over and over will contribute to your success. Advertise and post in different ways across different platforms and keep getting the word out. The more times someone sees your message, the more it will stick.

Keep going

The main thing to say, is **try try and try again**. If something doesn't work, find another way. Be innovative, imaginative, creative and bold with your advertising and posts. Don't be afraid to try new things and see what works. Just keep going, keep posting and keep trying, and once you find something that works, capitalise on that and share it with others!

Further information



Keeping in touch with Hampshire Scouts:

- Online at hampshirescouts.org.uk
- On Facebook at facebook.com/HampshireScouts
- On Instagram @hampshirescouts_
- On Twitter at @hampshirescouts

Growth and Development team:

development@hampshirescouts.org.uk

Further learning

<https://www.facebook.com/business/learn/courses>

If you would like any more information about anything mentioned in this pack, please do reach out to Ellie Selwood at ellie.selwood@hampshirescouts.org.uk or the Hampshire Scouts Media and Communication Team at communications@hampshirescouts.org.uk

Thanks to...

-Hampshire Scouts Comms Team
-Steven Osborne

Further information



Keeping in touch with Hampshire Scouts:

- Online at hampshirescouts.org.uk
- On Facebook at facebook.com/HampshireScouts
- On Instagram @hampshirescouts_
- On Twitter at @hampshirescouts

Growth and Development team:

development@hampshirescouts.org.uk

Further learning

<https://www.facebook.com/business/learn/courses>

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