

# Using Social Media



# How to be good online citizen?

Social media platforms have changed the way we communicate about scouting and socialise. Most people have access to social platforms and with the use of these sites continuously growing we all have the potential to be brilliant ambassadors for scouting across South London

## Here are five ways to help South London Scouts:



- Follow us on twitter (@SouthLondonScouts)



- Follow us on instagram (@SouthLondonScouts)



- Join our members facebook group (facebook.com/groups/southlondonscouts)
- Follow our programme facebook group (facebook.com/groups/slsprogramme) and share your activity and programme ideas
- Share! We believe in sharing and linking to the best content from all over the web. From sharing facebook statuses or retweeting there are loads of ways to share our content direct from our website
- Get in touch [social@southlondonscouts.org.uk](mailto:social@southlondonscouts.org.uk)



- Speak up about positive news. If you see something posted that you like, say so. Comment or mention it to others or link to it.



# How to get your content shared on South London Scouts

We are always looking for more content to share from sections, groups, units or districts. So, if you have content that you would like us to post about then please get in touch with us at [social@southlondonscouts.org.uk](mailto:social@southlondonscouts.org.uk)

Similarly please get in touch if you would like any advice or guidance on how to run social media for your group, unit or district.

## Setting up social media for your group, unit or district

Before setting up any social media profiles lets answer these following questions, as this will help you to decide what is the best channel for your group / unit / district:

1. What do we want to achieve on social media?
2. Who do we want to talk to? And where are they most likely to be?
3. What do we want to say to our audience?
4. Who is going to be responsible for keeping it up to date?

Social media isn't just facebook and there are many other platforms you may want to consider using these include; twitter, youtube, pinterest, blogging (on sites such as wordpress), and instagram. This is constantly changing so our top tip is to think about what is the best way to share your message.

## What to share

Here are three top tips for creating content that's easy to share:

1. Videos and photos is some of the most shared content online. So, make sure you build in the use of photos and video when using social media
2. Make sure your post represents what scouting is all about fun, adventure and friendship, bellowing and building skills for life!
3. Make it easy for people to get involved in the conversation and share their own stories.

# Getting started on facebook

On facebook you have lots of different options available:



## **facebook page**

This can be seen and liked by anyone, but you can either set up as an open wall or so people can only comment on your posts

## **Open facebook group**

Anyone can join this and add content of their own.

## **Closed facebook group**

People can request to join this group and can only see and interact with the content being discussed in the group once you've approved them.

## **Secret closed facebook group**

People will not be able to find this group if they search for it, giving you far more control over who is in the group.

Our top five tips for creating an engaging community on facebook:

1. Add a recognisable profile picture
2. Think about what is interesting to your audience and share it!
3. Share content in a timely manner. If your section has been camping, taken part in an exciting activity or had great fun at a weekly meeting share them while you're there or within 24 hours of the event
4. Plan what you are going to say and when, so there is regular content being posted
5. Promote your facebook presence in other communication activity you do, so people know about it
6. Don't forget to tell us about your page, so we can like it and share the content to.

## Getting started on twitter

Before setting up your twitter account you need to think what your handle will be, for example our county is @SouthLondonScouts. It's a great idea to use the same handle for all your social media accounts.



Our recommendations are:

1. That it is short you only have 140 characters to tweet with so don't waste them on your hashtag!
2. Should explain what your group / unit / district is
3. Needs to be easy for other people to remember

Then it's time to start tweeting and here are our top tips:

1. Add a recognisable profile picture
2. Be concise with your tweets and keep messages to one tweet to avoid confusion
3. Get following! Make sure you're following other scout twitter people and check out what they have to say
4. Remember it's not a broadcast channel it's about engaging. So, don't just simply put your messages out there. Answer people, chat about scouting in general and mix up your messages.

## Getting started on instagram

Before setting up your instagram account you need to think what your handle will be, for example our county is @SouthLondonScouts. It's a great idea to use the same handle for all your social media accounts.



1. Add a recognisable profile picture
2. Ensure that the photo that you post are interesting, exciting and on brand
3. Get following! Make sure you're following other scout instagram accounts and check out what they post

**This is a great way to get started, but please contact us on [social@southlondonsouts.org.uk](mailto:social@southlondonsouts.org.uk) if you would like any extra support from us**