

WELCOME TO MARKETING BOOTCAMP!

Tom Kraeutler, Chair of the National Marketing Support Committee



Are you recording this?

Yes...

www.scouting.org/recruitment



#ADVENTUREON

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Dave Verbraska

Chief Communications and Marketing Officer
Boy Scouts of America



What is Marketing?

Singing from the Same Song Sheet

Phil Johnson

*Past-Chair
National Marketing Support Committee*

Gordon Andrew

*National Service Territory 13
Marketing Lead*

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Topics We'll Cover

- What is Scouting's definition of "Marketing"?
- What are Scouting's marketing priorities today?
- What are a few of the ways Scouting can begin to "sing from the same song sheet" ...marketing-wise.

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Scouting's Marketing Assets

- 100+ Years of Tradition
- Millions of Active and Former Scouts & Scouters
- Values-based Orientation and Reputation
 - “He’s a real Boy Scout” = He has personal integrity
 - Higher Education and Military Recognize Scouting’s Value
- Leadership Training Through Youth-Led Culture
- Outdoor Experience More Relevant Now Than Ever
- Conservation / Environment Has Always Been Major Focus
- Introduction of Girls at All Scouting Levels
- No Other Youth Organization Offering Similar Experience

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Scouting's Marketing Liabilities

- Diversity of opinion and practice regarding what marketing is
- Diversity of marketing talent and resources at the Council level
- Often...marketing “silos;” too many marketing chefs in the kitchen; and marketing not managed as a distinct function
- Councils with fewer marketing resources / talent at disadvantage
- Few Councils have formal Marketing Plans with relevant metrics
- Market perceptions based on negative / controversial news
- Loss of marketing focus / momentum because of negative news
- Increased competition for time and attention of families and youth
- Market perceptions that Scouting is a dead or dying organization

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Scouting's Definition of Marketing



Textbook definitions of marketing
are of little practical value

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Scouting's Definition of Marketing

What is Marketing?

Whatever strategies and tactics are appropriate, effective, and necessary to sustain and grow the organization...

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Scouting's Definition of Marketing

...and it starts with a written plan.



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Scouting's Definition of Marketing

Your Marketing Plan should describe:

- What do we want to achieve?
- What strategies, tactics will we use?
- What resources are required?
- Who will be responsible for what?
- What's our timetable?
- How will we measure progress?

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Scouting's (Large) Marketing Tool Kit



The essence of strategy is in choosing what NOT to do

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4 of Scouting's Marketing Goals

1. Ensure Consistent Core Messaging
2. Develop Effective Online Presence
3. Improve Recruitment-Readiness
4. Validate the “Why?” of Scouting

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Goal 1: Ensure Consistent Core Messaging

- Address the lack of information and current misunderstandings regarding Scouting's purpose, features and benefits
- At all times be positive, avoid references to any negative issues, and never appear defensive
- Focus consistently on Scouting's core messaging priorities, which include...

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Goal 1: Ensure Consistent Core Messaging

- **Core Messaging Priorities**

Scouting is Alive and Well...and Growing

Scouting Includes Boys and Girls

Scouting Instills Personal Values

Scouting Teaches Leadership

Scouting Teaches Practical Life Skills

Scouting is About the Outdoor Experience

Scouting Builds Self-Confidence

Scouting Has Benefitted the Lives of Millions

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Goal 2: Develop Effective Online Presence

- It's on online world. People make decisions about **everything**...including Scouting...based on what they see online



Sources: Corporate Executive Board Marketing Leadership Council / Forrester Research

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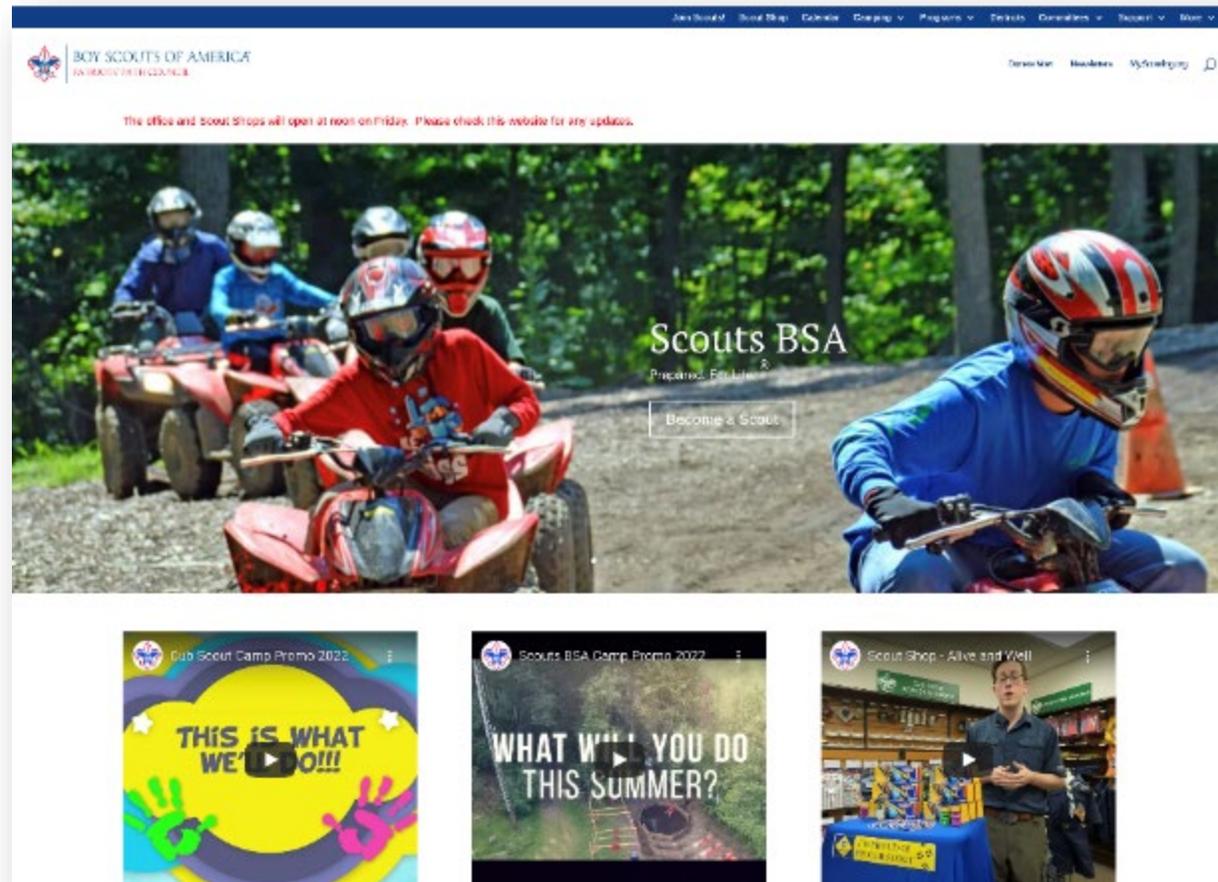
Goal 2: Develop Effective Online Presence

- Your Council's website serves as the cornerstone of Scouting's brand. It's a primary portal and catalyst for membership growth
- The top section of your website is the most important piece of real estate your Council owns
- The focus of your Council's website should be on prospective Scouts and families, rather than on existing Scouts and families

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Goal 2: Develop Effective Online Presence



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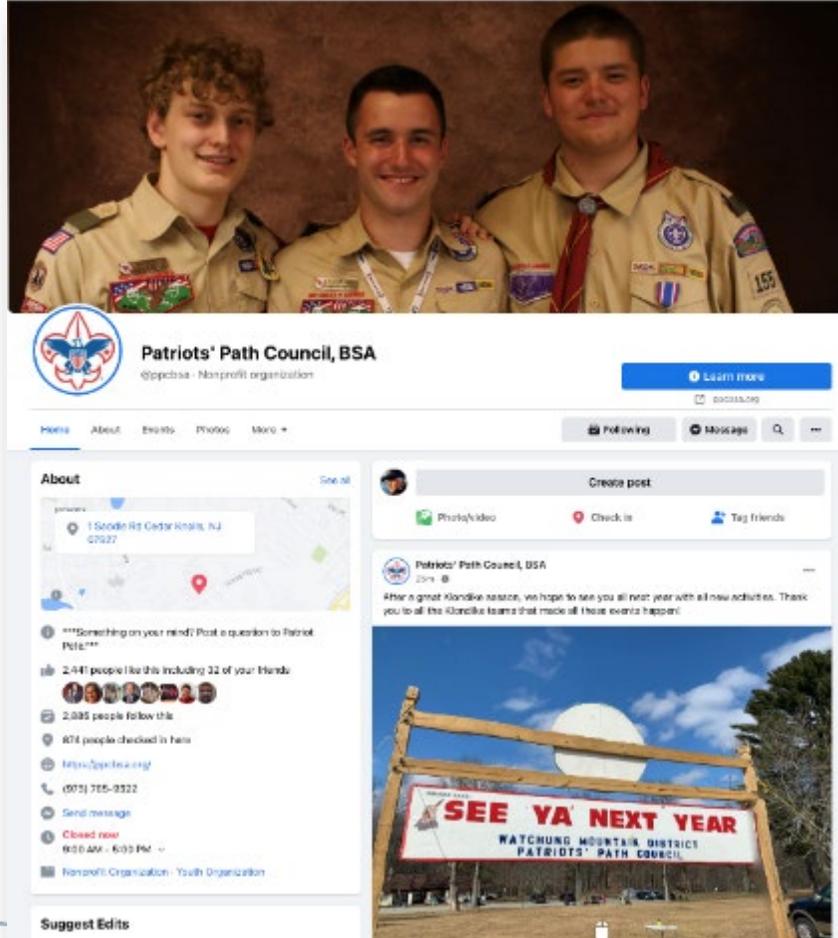


Goal 2: Develop Effective Online Presence

The image displays two overlapping screenshots of the Boy Scouts of America website. The top screenshot features a navigation bar with links for ABOUT, JOIN, CAMP, PROGRAMS, TRAINING, UNIT SUPPORT, ADVANCEMENT, and SCOUT SHOP. Below the navigation is a large banner for 'GET OUT AND CUB SCOUT' with a 'REGISTER TO BE A CUB SCOUT!' button. To the right are two smaller tiles: 'WORLD SCOUT JAMBOREE' and 'SEE YOU AT SUMMER CAMP'. The bottom screenshot shows a similar navigation bar and a banner for 'Grab Your FUTURE by the HANDLEBARS' with a 'REGISTER TO JOIN!' button. Below this banner is a 'SCOUT ME IN' section with a paragraph of text and a 'JOIN SCOUTING' button. To the right are three more tiles: 'WORLD SCOUT JAMBOREE', 'CUB SCOUT BAZAAR', and 'COUNCIL CAMPUSSE'. The background of the bottom screenshot features a silhouette of a person climbing a rope.



Goal 2: Develop Effective Online Presence



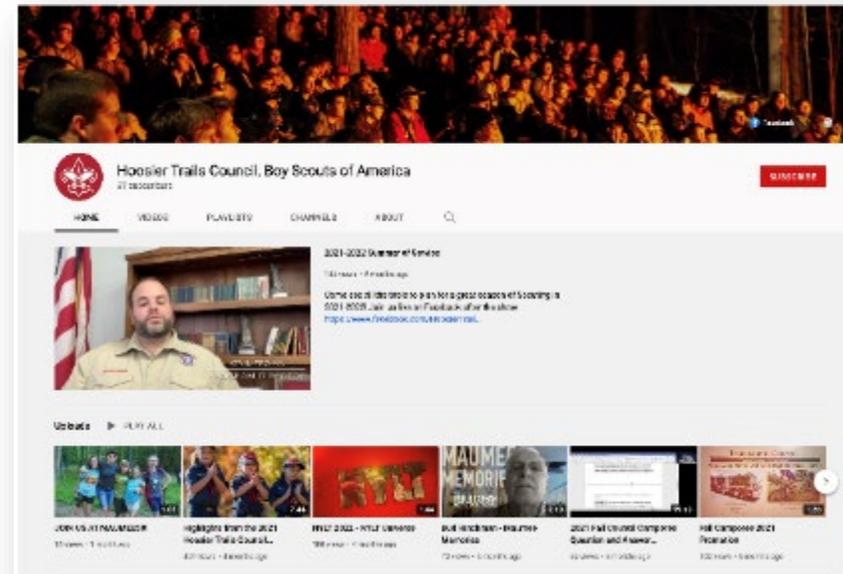
- Focus is on existing Scouts and families
- Facebook / Instagram are content beasts that must be fed
- Needs to convey a sense of energy and ongoing activity

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Goal 2: Develop Effective Online Presence

- Video generates the highest level of interest and engagement
- Your videos need not be elaborate, or Hollywood productions





Goal 2: Develop Effective Online Presence



- Your best media approach is an interesting photo with a well written caption
- Find out which editor is responsible. Send content to a person, not a title
- Don't be a pest

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Goal 3: Improve Recruitment-Readiness

- The initial unit level experience may be the most critical step in the buyer's journey for Scouting

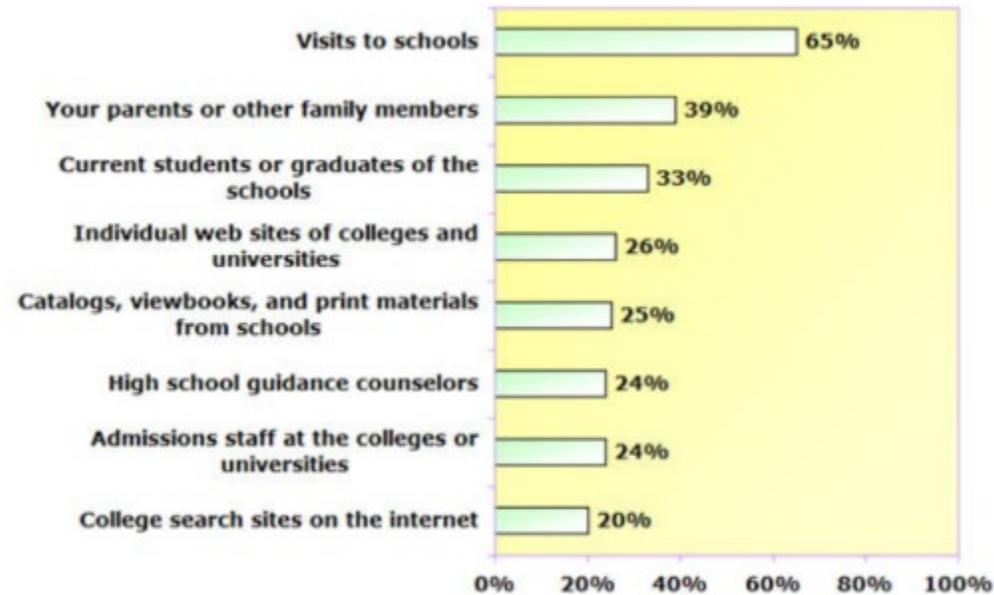


Chart 1: Most Influential Sources of Information in Student's Application Decisions

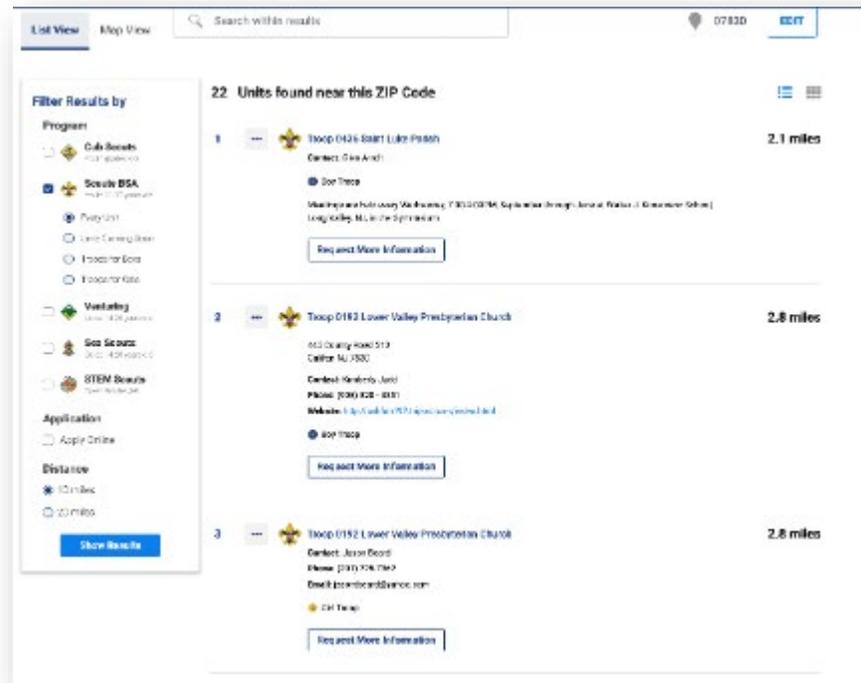
StudentPoll, Art & Science Group, LLC

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Goal 3: Improve Recruitment-Readiness

- There's a strong correlation between response time and "conversion"
- What message does a slow response send to interested families?





Goal 3: Improve Recruitment-Readiness

- How well trained and equipped are unit level leaders to convert leads into registrations?
- How much time and effort is involved in following up on visits?



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Goal 4: Validate the “Why?” of Scouting



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Goal 4: Validate the “Why?” of Scouting

- People need to understand the “Why” of Scouting
- Parents want to know the long-term benefits

**Scouting produces people
who can change their world**

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Goal 4: Validate the “Why?” of Scouting

- Scouting’s most effective advocates are the millions of Scouts, Scouters and parents who have benefitted from the Scouting experience
- They have stories that provide credible 3rd party validation for the “Why” of Scouting
- Find ways to apply their stories to websites, social media, public events, earned media and recruitment materials

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Goal 4: Validate the “Why?” of Scouting

- Third-party validation of Scouting is a necessary component for brand reputation and recruitment
- One way to start is reviews on Google, Facebook and your website



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3 Marketing “Rules” to Remember

1. Put yourself in the shoes of your target audience
2. Keep your message simple
3. Repetition is a good thing

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What is Marketing?

Questions and Comments

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Marketing Assets & Resources

Michael Ramsey
Director of Marketing & Brand



Scouts at BSA Florida Sea Base Work to Rescue Florida's Coral Reefs
Scouts have been working on a massive conservation effort in restoring the barrier reef system in the world.

[READ MORE](#)



National Annual Meeting

Update: BSA National Annual Meeting to Be Rescheduled for a



For Women's History Month in March, We Salute Five Female



Get Back to Nature at These 6 Amazing Scout Camps



The World's Fastest, Longest and Most Inspiring Zip Lines



Be Prepared for These 5 Common Weather Hazards



Take a Look at These Stunning Pinewood Derby Cars From 2022



How to Make a Cranapple Pie in a Dutch Oven



How to Get Start

BRYAN ON SCOUTING
A Blog for the BSA's Adult Leaders

HOME | SCOUTING MAGAZINE | CLUB SCOUTS | SCOUTS USA | VENTURING | SEA SCOUTING | FUN | CONTACT

Latest Posts

- Notice anything about this list of skills? Scouter Zera wish they were learning in school!
- Scoutmaster conferences: Tips, guidelines and 20 questions to consider asking
- Meet 112 Scouts who became famous
- A fascinating look at the history of the Pinewood Derby
- An Eagle Scout earns his wings — as a U.S. Army paratrooper

Get daily updates! Download the new Scouting magazine app today.

Get all the details on registering for the 2023 National Jamboree
It's an experience like no other, and you and your Scouts can now sign up for the 20th installment of this flagship BSA event.

William Hanna, half of famed duo that created The Flintstones and Yogi Bearer, was an Eagle Scout
Before he joined Joseph Barbera to form the animation team behind the Jabberns and Yogi Bearer, William Hanna became an Eagle Scout.

Set goals, drive leads, celebrate ROI.

Join 13,027 people who get Bryan on Scouting by email.

ADVERTISEMENT

FUNDRAISING

- 12+ FLAVORS
- 50% PROFIT
- HIGH PROTEIN
- LOW CARB

Scouting LEAD • INSPIRE • EXPLORE

Country Meats 50% PROFIT Smoked Snack Sticks for Fundraising

HOME | DOWNLOAD THE APP | CONTACT US | JOIN SCOUTING | BRYAN ON SCOUTING

ck's Da
March 17, you'll

NEW

Head to the Scouting magazine app to get the news and stories you need every day!

Download on the App Store | ANDROID APP ON Google Play

From the Editor: The Future of Scouting magazine Begins Right Now

Social Channels



Boy Scouts of America

Scout Shop

National Jamboree

High Adventure Bases

- Northern Tier
- Sea Base
- Philmont
- Summit

National Jamboree

Family Adventure Camp

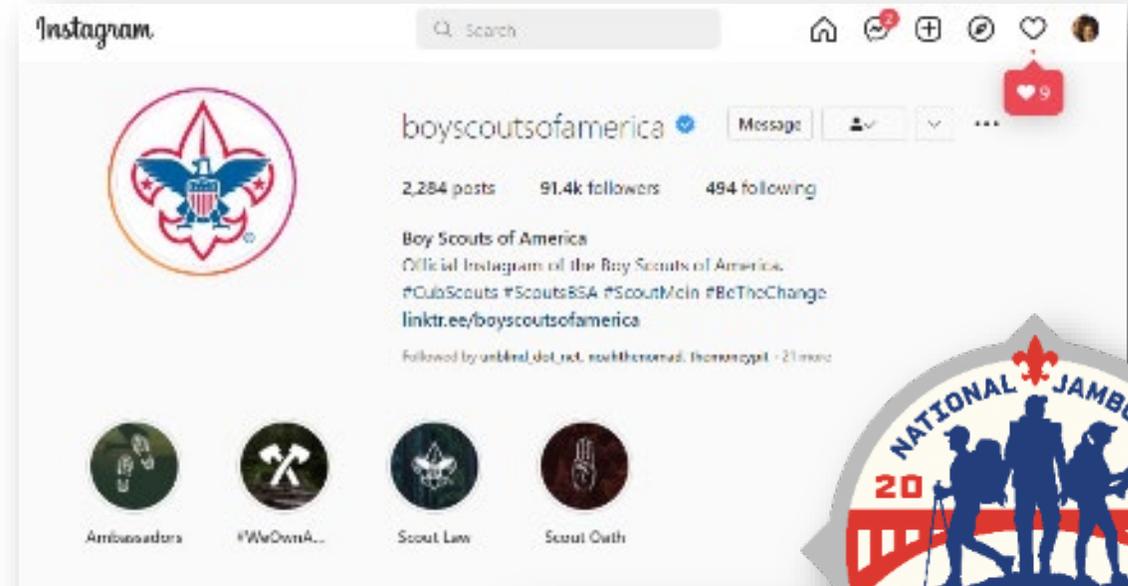
Order of the Arrow

Exploring

Sea Scouting

Venturing

Leader pages





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RECRUITMENT RESOURCES

Nothing highlights the fun and excitement of Scouting like being in the outdoors at a summer camp, or a fall camporee, getting outside is what kids want to do! No one has the "outdoors" better than the BSA. Let's help new families join the fun. With these resources, we can help families to join us in the outdoors as we #AdventureOn!

#ADVENTUREON MATERIALS

Fliers, posters, logos and more! Check out the BSA Brand Center for the latest in customizable recruiting materials. Download, print and go!

[BSA BRAND CENTER](#)



SAVE 25%

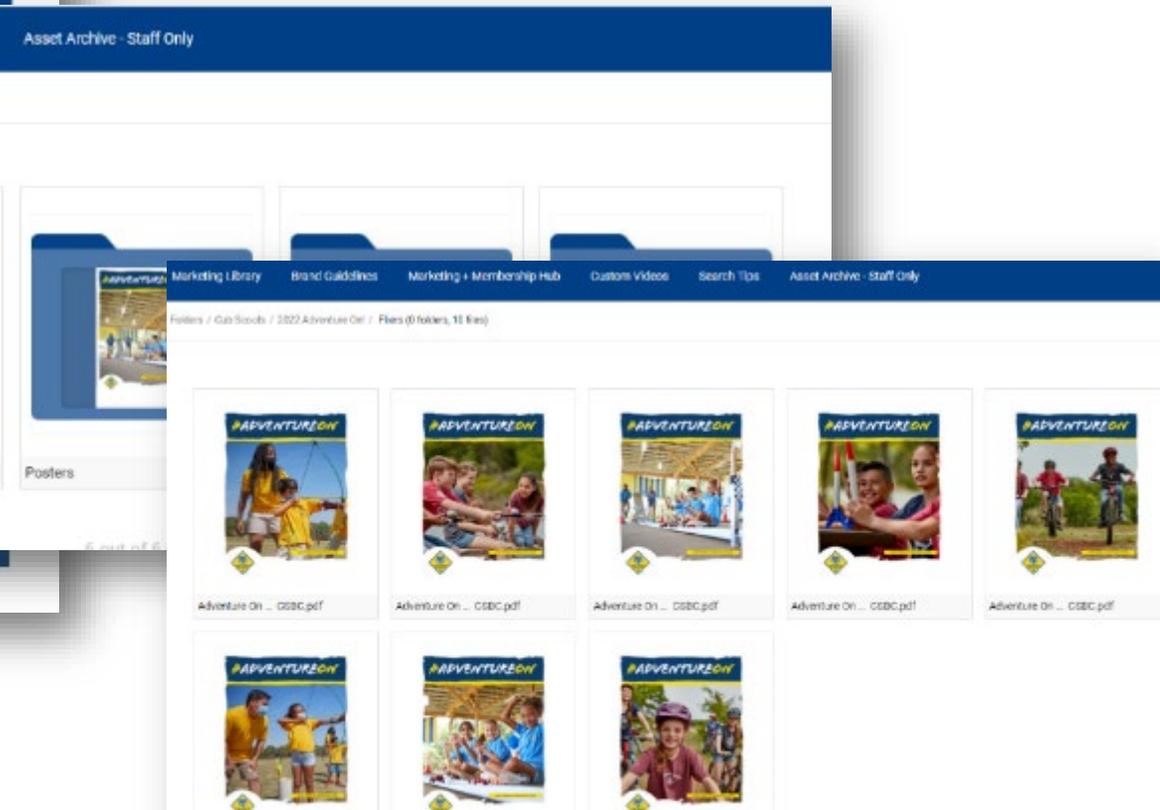
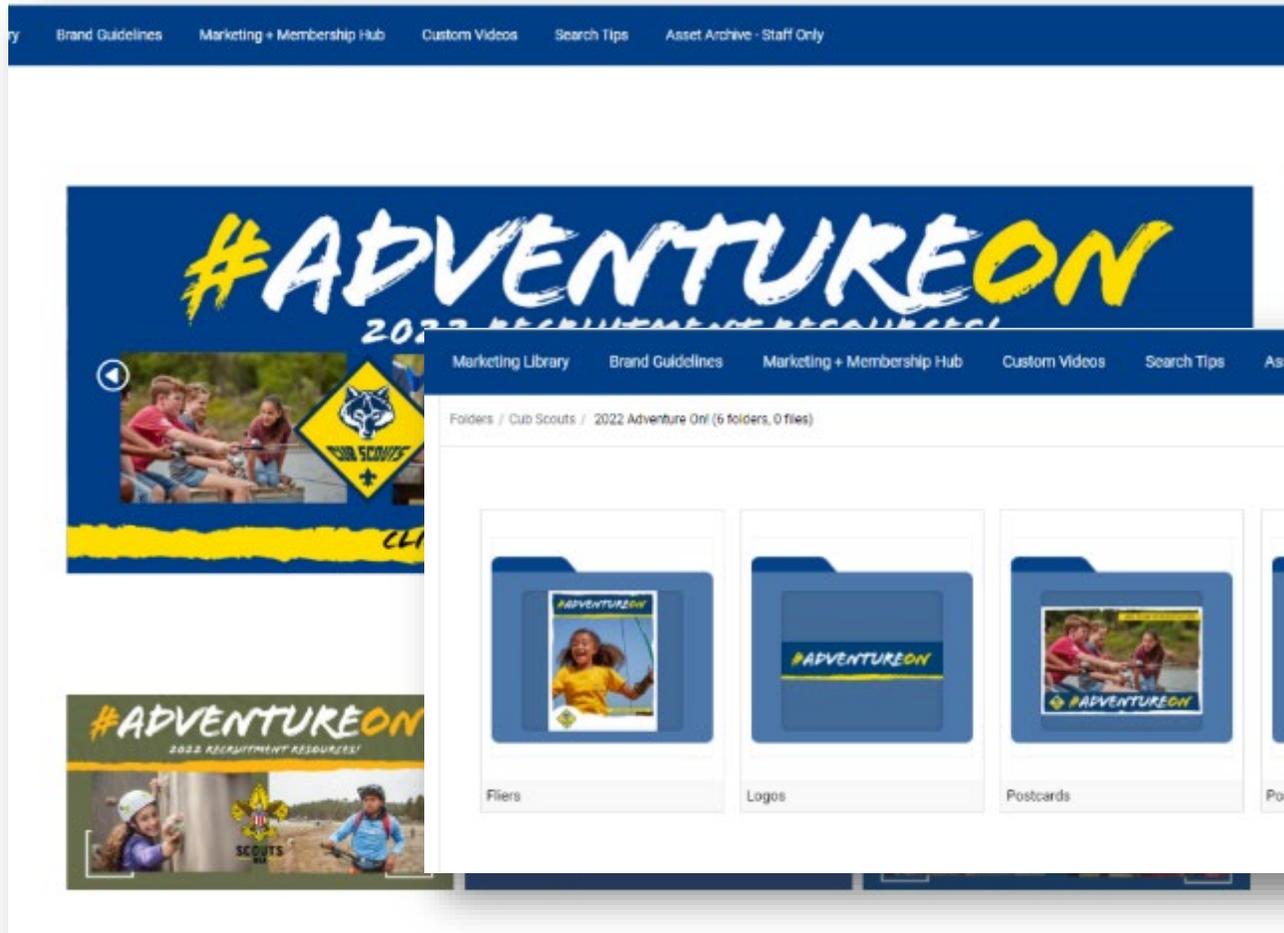
ON SELECT GEAR

(Promo Dates: 02/28/22-03/27/22)

TIME TO TAKE ON NEW ADVENTURES



BSA Brand Center



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For 2022

Adventure-Themed

Deliver brand promise through outdoor imagery

Councils and Units

Available on the BSA Brand Center

Variety of Assets

Digital and print assets available



Web Banners



Social Images



Posters & Fliers



Post Cards





Marketing Resources

[Home](#) > [Marketing Resources](#)

Get the scoop on how to help promote the

See what types of creative assets are available and then go to the BSA Brand Center at the Link Below

[Check out the Brand Center](#)

<p>Print Material</p>  <p>Posters, posters, items ready for you to print locally. Great leave-behinds for meetings, and events.</p>	<p>Videos</p>  <p>Wide variety of jamboree promotional videos to help you tell the jamboree story in your unit, district or council. Downloadable links for video views.</p>
<p>Stock Images</p>  <p>A picture is worth a thousand words! Use these stock jamboree images to make contingents and stuff to be part of the 2023 National Jamboree.</p>	<p>Web Banners</p>  <p>Web banners in a variety of sizes and designs - perfect for unit, council and district web sites.</p>

Jamboree Marketing Presentation



The 2023 National Jamboree Power Point presentation is designed to highlight the adventure that is Jamboree! Ideal for unit, district or council presentations.

Social Media Graphics



Go Forward and share your jamboree message with social media graphic. Use these images and posts to help promote



Marketing Resources



Email Images	Fliers	JST - Jamboree Service Team	Logos - Jamboree 2023	Photos - NJ 2023	Postcards
Presentation Resources	Social Media Images	Videos	Virtual Backgrounds	Web Banners	Jamboree 202... s-BC.pdf



BSA NATIONAL JAMBOREE

SUMMIT BECHTEL RESERVE

JULY 19-28, 2023

Boy Scouts of America > 2023 National Jamboree

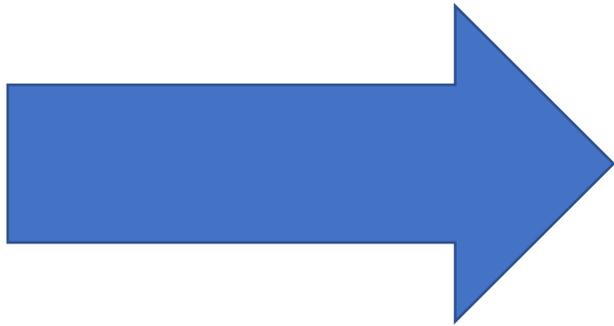
+ Follow HOME 2023 NATIONAL JAMBOREE CUB SCOUTS PINEWOOD DERBY SCOUTS BSA EAGLE SCOUTS H



19" prime



What is this?



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- URL
- VCARD
- TEXT
- E-MAIL
- SMS
- WIFI
- BITCOIN
- TWITTER
- FACEBOOK
- PDF
- MP3
- APP STORES
- IMAGES

Enter your website, text or drop a file here

(Your QR Code will be generated automatically)

[Upload any file](#) (.jpg, .pdf, .mp3, .docx, .pptx)

Scan tracking



FRAME NEW!

- ×
- QR CODE

SHAPE & COLOR

LOGO

 **DOWNLOAD**
JPG

 **VECTOR**
SVG/EPS

Pro Tip

<https://www.qr-code-generator.com/>

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Voice of the Scout:

Why families leave, why they stay and why experience matters!

2021 NET PROMOTER SCORES AND UNIT SATISFACTION DRIVERS

Phil Johnson

Past-Chair

National Marketing Support Committee



Pat Wellen

National Director of Research

Michael Ramsey

National Director of Marketing & Brand

TOP RECOMMENDATION DRIVERS

	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth
Scouting is a great value for the money.	1	1	
Scouting is really fun for me.	2	3	2
Our family feels like we belong in our Scout unit	3		
Scouting is constantly reinforcing worthwhile values	4	2	1
Scouting is our partner in providing positive youth programs to meet our goals.	5	4	
Being in Scouting makes me feel like I am part of something bigger than myself.	6		3

Scouting is constantly reinforcing worthwhile values

Year	Cub Scout Parent	Scouts BSA Parent	Scouts BSA Youth
2017	*	*	*
2018	83%	81%	78%
2019	84%	83%	77%
2020	83%	83%	79%
2021	82%	84%	77%

% totally agree or agree

#ADVENTUREON

Scouting is
really fun
for me

Year	Cub Scout Parent	Scouts BSA Parent	Scouts BSA Youth
2017	85%	87%	90%
2018	68%	72%	75%
2019	70%	72%	76%
2020	67%	72%	76%
2021	69%	75%	79%

% totally agree or agree

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I feel like I belong in our Scout unit

Year	Cub Scout Parent	Scouts BSA Parent	Scouts BSA Youth
2017	89%	90%	90%
2018	77%	80%	79%
2019	78%	80%	80%
2020	75%	81%	81%
2021	75%	83%	81%

% totally agree or agree

#ADVENTUREON

Scouting is
a great
value for
the money

Year	Cub Scout Parent	Scouts BSA Parent
2017	85%	87%
2018	73%	74%
2019	71%	73%
2020	61%	73%
2021	58%	64%

% totally agree or agree

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TOP UNIT SATISFACTION DRIVERS

	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth
Our unit has great outdoor activities.	1	2	3
I have support from leaders to be an effective contributor/better Scout	2	3	1
Our family feels like we belong in our Scout unit	3	1	4
Scout meetings are a good use of our family's time.	4	4	2

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TOP 5 REASONS FOR LEAVING

	Cub Scout Parents	Scouts BSA Parents
Unit had poor leadership/problems with leaders	31%	26%
Our family did not feel welcome	20%	17%
Child is no longer interested in the program	18%	32%
Too expensive	16%	18%
Lack of communication from leaders	15%	3%

What is a 'persona'?

- A persona is generally defined like a real person. It usually has a name, description, and characteristics.
- However, personas are fictional characters, based upon research in order to represent the different user types we are targeting.
- They help us to understand the targets' needs, experiences, behaviors and goals.

"AMBITIOUS ANNIE"



"I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me."

WHAT ANNIE WANTS FOR HER KIDS
Safe. Emotionally healthy. Prepared for real life. Life skills and values with their child. Technology is both a blessing and a curse.

WHERE DOES ANNIE GO FOR INFORMATION?
Online influencers. Taps internet via mobile device. Online 5+ hrs./day
Friends key info source as well. Prefers to be communicated via email.

BRAND AFFINITIES



QUESTIONS ANNIE HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure.** Scouting has the most comprehensive youth protection policies.
- **Is Scouting relevant anymore? Is it for families like mine? The Scouting builds respect for others, character, fitness and leadership in our best future selves. It prepares them for life!**
- **Will our kids get exposure to new things and opportunities? Scouting provides experiences. Whether it's camping or science – you can find it in Scouting.**
- **Can girls join?** This is still a question! Yes, girls are part of Scouts.
- **What will it cost (we don't want to do fundraising!)?** It depends on the program. We want to make the program affordable.

DEMO
38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree
Mosaic: Council Market Analysis, Kids and Cabernet

“AMBITIOUS ANNIE”



“I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me.”

A BIT ABOUT ANNIE...

- ▶ A bit skeptical. Question marketing and will search the internet to validate info?
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

DEMO

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree
Mosaic: Council Market Analysis, Kids and Cabernet

WHAT ANNIE WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES ANNIE GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on ave. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.



BRAND AFFINITIES



QUESTIONS ANNIE HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure to be addressed.** *Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.*
- **Is Scouting relevant anymore? Is it for families like mine? The ideals the Scouting program teaches are timeless.** *Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!*
- **Will our kids get exposure to new things and opportunities? Scouting is all about trying new things and new experiences.** *Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.*
- **Can girls join?** This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for the whole family!*
- **What will it cost (we don't want to do fundraising!)?** It depends on the unit, but most packs/troops/crews find ways to make the program affordable.

QUESTIONS FAMILIES HAVE ABOUT CUB SCOUTS

- ▶ **Will my children be safe – it's the first and foremost measure to be addressed.**
 - ▶ *Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.*
- ▶ **Is Scouting relevant anymore? Is it for families like mine?**
 - ▶ *The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. **It prepares them for life!***
- ▶ **Will our kids get exposure to new things and opportunities?**
 - ▶ *Scouting is all about trying new things and new experiences. Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.*
- ▶ **Can girls join?**
 - ▶ This is still a common question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for the whole family!*
- ▶ **What will it cost (we don't want to do fundraising!)?**
 - ▶ It depends on the unit, but most packs/troops/crews find ways to make the program affordable.

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Growing Scouting

with

Tiger Dens and 'Normal' Friend Activities

Lisa Wylie

Chair

National Cub Scout Committee

Ashley Steigerwald

Communications Chair

National Scouts BSA Committee

Relationships

Relationships

Relationships

BREAK!

See you back here in 10 minutes!



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Public Relations 101

Tom Kraeutler

Chair, National Marketing Support Committee

Brad VanAuken

Marketing Lead - NST 10

Bob Brown

Marketing Lead - NST 11

Debby Robinson

President

Victory Management Group

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Marketing to Create a Diverse Membership

Mike Matzinger

Marketing Lead – NST 15

Elizabeth Washka

VP Diversity, Equity and Inclusion &
Chief Diversity Officer

Lisa Schuchart

Diversity, Equity, Inclusion Director

DEI VISION AND MISSION



DEI VISION

To partner with all families and communities in raising young people of high moral character, development of their leadership skills and preparing them to serve and thrive in a world of increasing complexity and challenge.

The Boy Scouts of America promotes a culture where every youth, volunteer, and employee feels a sense of belonging and builds communities where every person feels respected and valued. Leading by example and encouraging each other to live by the values expressed by the Scout Oath and Scout Law, we welcome families of all backgrounds to help prepare young people to serve as successful members and leaders of our nation's increasingly diverse communities.

DEI MISSION

WHERE TO BEGIN

- Q. What and where are key areas of opportunity?
 - A: Evaluate metrics and local/regional populations to identify key opportunities for expansion and diversification.
- Q. How do we connect with these youth, their parents and communities?
 - A. Cultivate relationships locally and regionally.
 - Engage with at least two other non-profits to share ideas and best practices.
 - Learn community contacts and network – extend outreach to a minimum of four "new" organizations.
 - Schools, churches, community service organizations, other.
 - Ask who are the youth that could most benefit?
 - Learn about and connect with diverse communities.
 - Connect with local known voices for diversity for learnings and to promote opportunities.
 - Target participation in three media events to promote BSA.
 - B. Promote education and awareness.
 - Share DEI volunteer training:
https://training.scouting.org/courses/SCO_1800 to advance understanding of DEI and offer resources to enable meaningful dialogues.
 - Engage units in completing the Citizenship in Society merit badge and promote learnings.
 - Identify local cultural and diversity celebrations and share information to empower self-guided learning.



WHERE TO BEGIN



Q. WHAT APPROACH WILL RESONATE WITH THESE YOUTH AND THEIR FAMILIES?

- A. Consider alternative approaches.
- What is important to the youth?
 - Culturally
 - Educationally
 - Extra-curricular interests

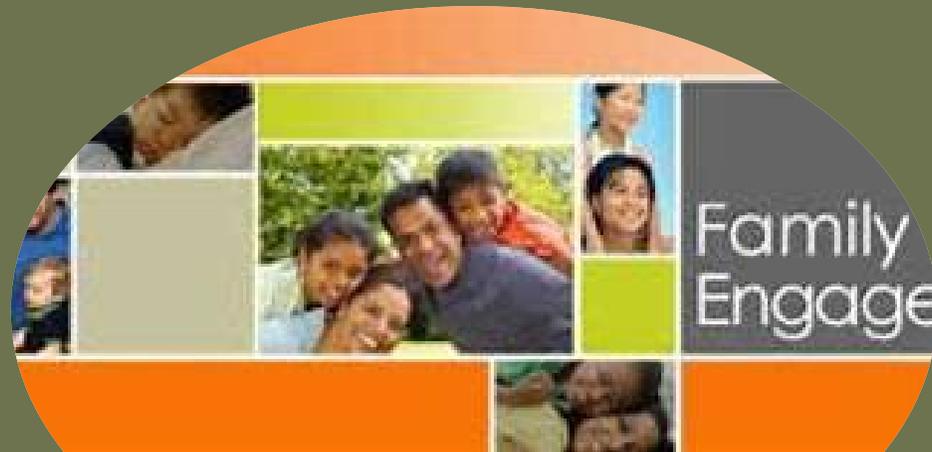


Q. HOW DO WE MARKET TO THESE FAMILIES?

- A. Partner with organizations that are important to them.
- Share what we offer, with a focus on what's most important to the group.
- B. Engage and involve the parents.
- C. Promote wins and use the Scouts to talk about experiences and impacts.

WHERE TO BEGIN

- Q. How do we engage and retain the youth and their families?
 - A: Cultivate an inclusive and welcoming culture for all.
 - Ensure everyone has a voice and is listened to.
 - Engage everyone in providing responsibilities.
 - Assign a “buddy” for new Scouts.
 - LISTEN and learn.
 - Hold feedback sessions (or survey for input if necessary).
 - Identify what’s working effectively and where opportunities lie.
 - Empower youth and volunteers to problem-solve.



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Marketing Bootcamp

Social Media 101

Darin Kinn

National Marketing Manager
Boy Scouts of America

DARIN KINN

MARKETING MANAGER
NATIONAL MARKETING GROUP
BOY SCOUTS OF AMERICA

DARIN.KINN@SCOUTING.ORG

Staff Advisor – 2013 National Jamboree Social Media Team

Staff Advisor – 2017 National Jamboree Social Media Team

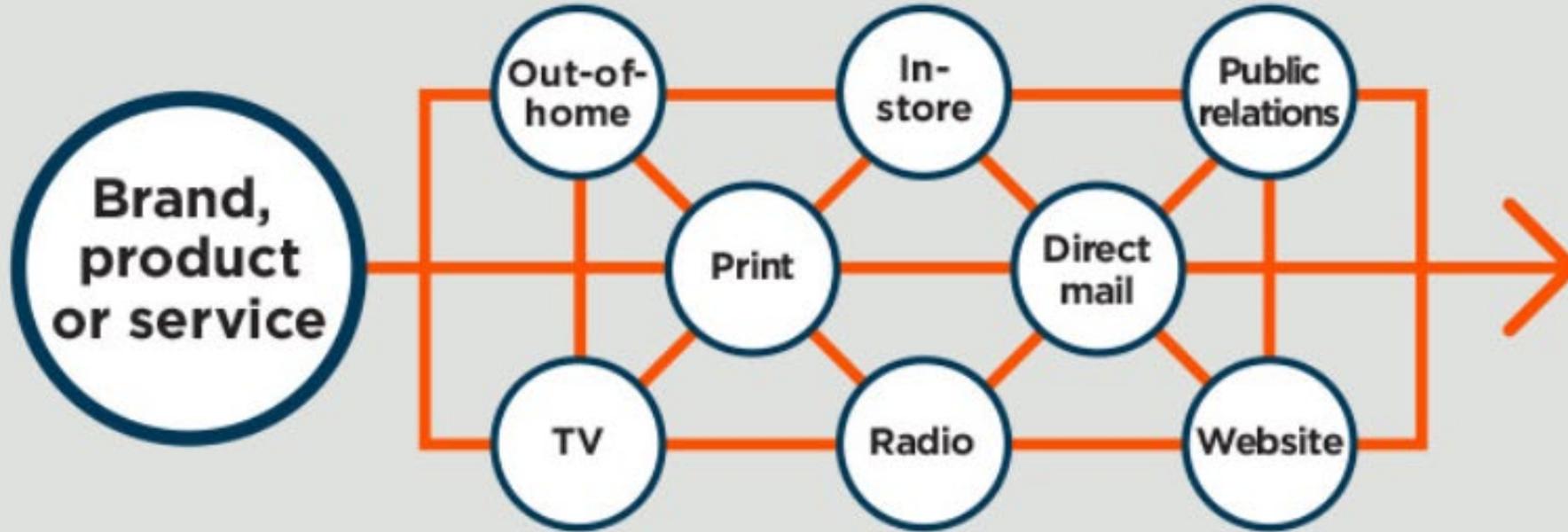
Co-Staff Advisor – 2019 World Jamboree Social Media Team

Staff Advisor – 2023 National Jamboree Social Media Team

Directed Social Promotional Strategy for:

- National Camp-In
- Family Fun Fest
- Be The Change: Inaugural Female Eagle Class

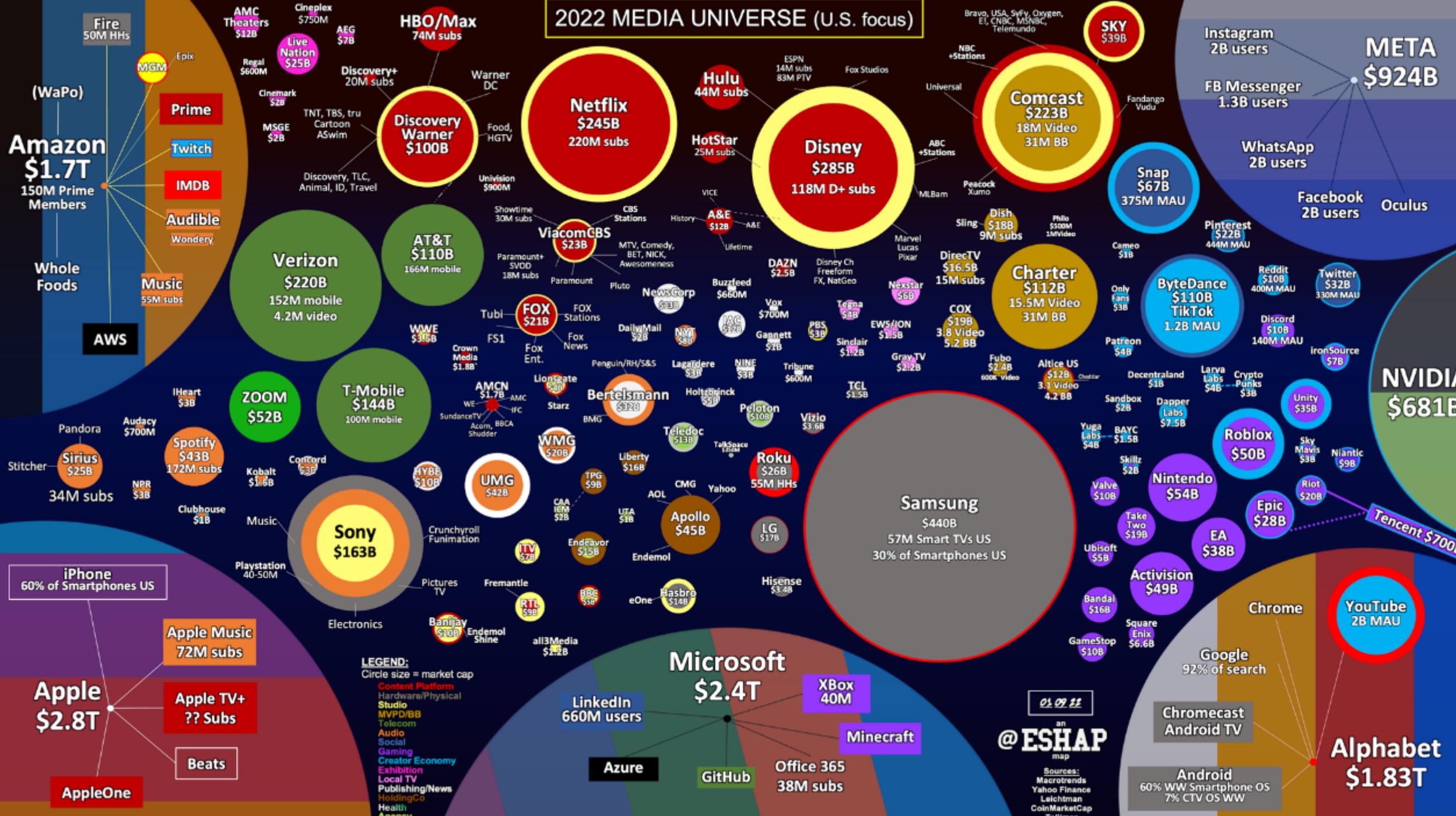
The Good Old Days....







2022 MEDIA UNIVERSE (U.S. focus)



With all the complexity...

HOW DO YOU REACH FAMILIES TODAY?



Social Media



Why Social Media?

1 It is where families are...

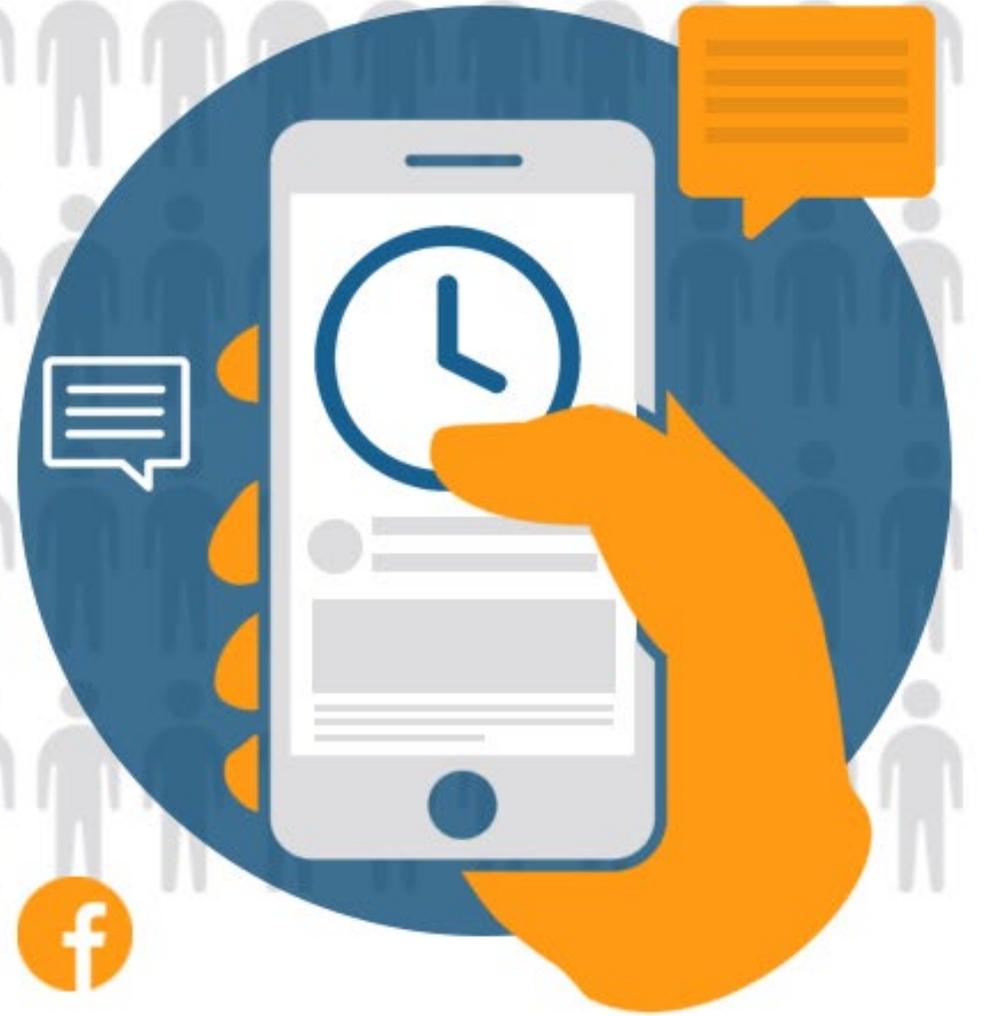
2 It is an efficient use of resources



145 Minutes



The amount of
time people spend on
social media daily



Gen Z: **4.5 Hours** Per Day
(YPulse 2021)

Resource-efficient!

Content Creator Right
in Our Pocket

Amazing Video
Quality

Native Social Apps



Mobile – Take It Anywhere

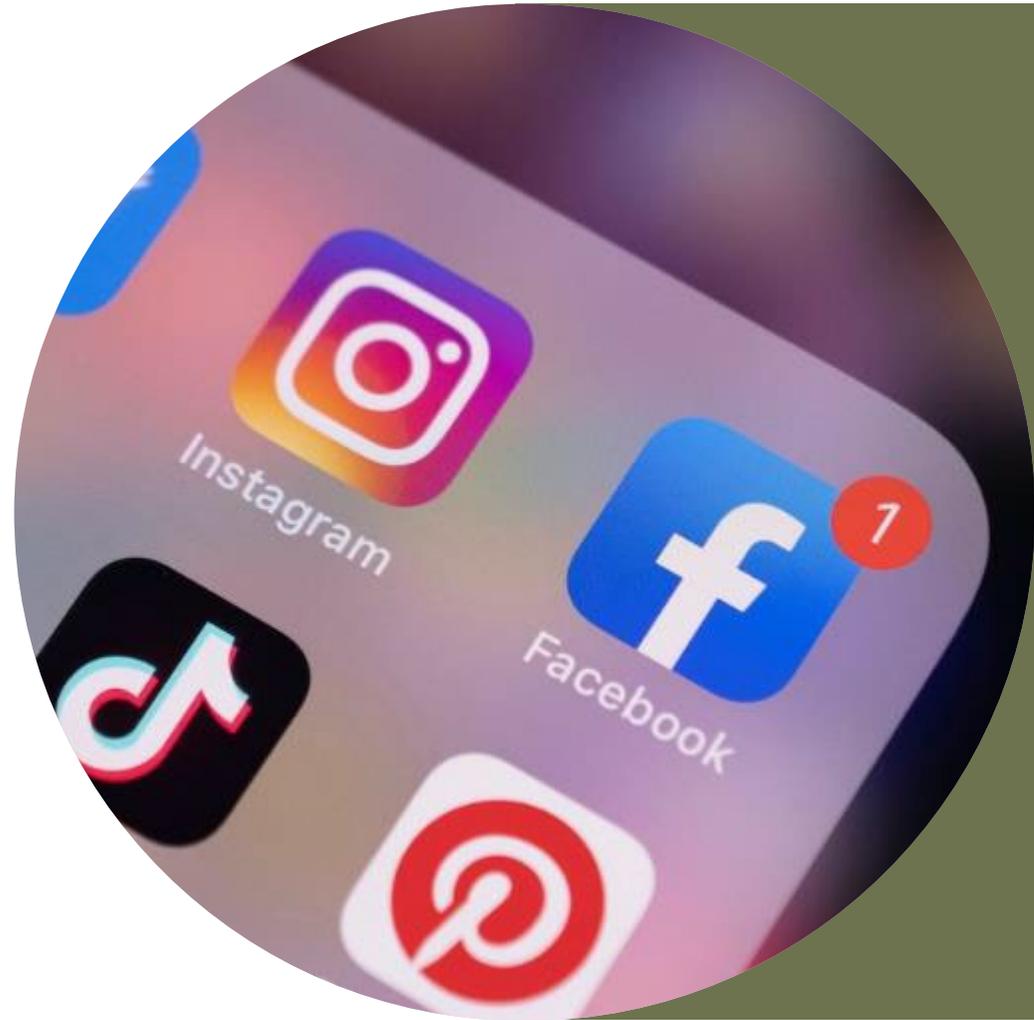
Easy to Use

Everyone Has One

#ADVENTUREON

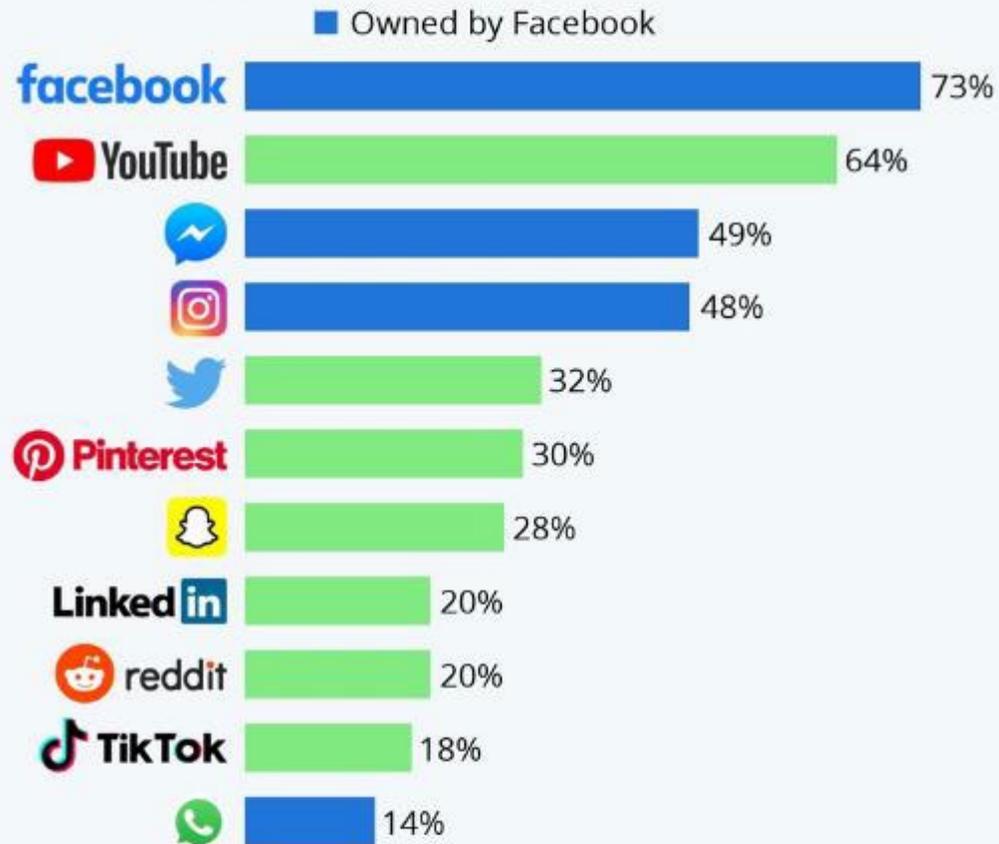
WE GET IT!
Social is important...

But where do I start?



Facebook's Leading Role in the U.S. Social Media Landscape

Share of U.S. online consumers who use the following platforms regularly



Based on a survey of 5,047 online consumers aged 18 to 64 in the U.S. conducted in three waves between Feb. 2020 and Mar. 2021

Source: Statista Global Consumer Survey



Start with

Facebook and Instagram

Expand once you have a sustainable presence in those two channels

TikTok is exploding...

Snapchat is not dead!

Getting started...

Be active – “feed the beast” (post 3-4 times per week and build from there)

Use a team – multiple people creating content with an “editor” posting

Engagement matters – distribution, algorithm, followers

Boost posts – organic reach declining, paid increasing

Have fun...within guard rails of safety & YPT

Authentic tone/voice

Use hashtags

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Watchouts

- BSA Photo Release (part of medical form)
- Don't post personally identifiable info
- Don't be afraid of negative comments

Video is King...but
engagement is
Supreme Emperor

Use analytics
tools – best time
to post

Use distribution
scores

Don't forget
Stories & Reels

Pro Tips

Resources

- Social Media Guidelines – scoutingwire.org/social-media-guidelines
- Brand Guidelines – BSA Brand Center
- Images – BSA Brand Center
- Recruitment Assets – scouting.org/recruitment

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What's next....

Tom Kraeutler & Michael Ramsey

Where to start....

- Do a quick marketing audit.
 - Review ...
 - Web site (Are we talking to ourselves?)
 - Social Media (What story are you telling?)
 - Posting frequency is important!
 - Measurement: Are we measuring the right things?
- Audience is key! Remember who you are talking
- Start small
 - Try some things
 - Measure
 - Rinse, wash, repeat (or replace!)

Your Marketing Leads!



Mark Yusa, NST 1



Bruce Dooley, NST 2



Joshua Gilliland, NST 3



Sharon Sodor, NST 4



Ron Clary, NST 5



Steve Piehl, NST 6



David Rollins, NST 7



John Hearrell, NST 8



Rich Gargas, NST 9



Brad VanAuken, NST 10



Bob Brown, NST 11



Brian Tedeschi, NST 12



Gordon Andrew, NST 13



Beth Stockner, NST 14



Mike Matzinger, NST 15



Monique Yeager, NST 16



Where to look for help...

- Scouting.org
- ScoutingWire.org
- BSA Brand Center
- www.scouting.org/recruitment
- Jamboree.Scouting.org
- ScoutLife.org
- ScoutingMagazine.org
- NESA.org (National Eagle Scout Association)



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Are you recording this?

Yes...

www.scouting.org/recruitment



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Take the Survey!

Watch your email for the Bootcamp Survey!

(Because measurement is important!)

#ADVENTUREON

#ADVENTUREON

Thank you