

Flyers and Social Media



FLYERS

INFORMATION FORWARD

Make sure that your flyers contain

1. Who the target audience is
2. Why they should join
3. What they should do
 - a. Come to a meeting? Call someone? Attend an event?
4. When the unit meets
5. Where the unit meets
6. How to get in contact with the unit!

SOCIAL MEDIA

Is your unit using Social Media it to its fullest?

1. Is your unit post with up to date information?
 - a. Posts should be made at least twice a month, highlighting fun activities, adventures, and accomplishments.
 - b. Before posting ensure families are okay with their images being posted.
2. Have contact information! *that someone is monitoring
 - a. Each site should have an email or phone number that can be used to get in contact with the unit.

Resources

01 BSA BRAND CENTER

This is a free Scouting run website with high quality logos, advertisements, and photos that can be used in all of your unit advertising.

<https://scouting.webdamdb.com/>

02 SOCIAL MEDIA MARKETING CHECK IN

Contact Tricia Salazar at Tricia.salazar@scouting.org for one on one assistance and coaching on your units marketing, social media, and communications.

03 USE FREE DESIGN SOFTWARE

You do not need to be a graphic artist! Use free websites like Canva to create clean good looking flyers.