

**Scouting America**  
Pacific Harbors Council

# Scouting America Brand Guidelines









# Brand Architecture





# Scouting America Brand Architecture

The Scouting family of brands contains three brand groups. They work together in support of the organization and help us communicate the values, purpose and mission of the movement.

Primary Brand	Program Sub-Brands	Brand Extensions
<p>Think of Scouting America as the unbrella brand representing the entire movement. It's the overarching primary brand to all of Scouting's sub-brands and brand extensions.</p>	<p>The program brands represent each of Scouting's unique program-matic offerings geared to specific age-appropriate experiences. From age 5 to 20, there's a Scouting home for everyone, with room for advancement throughout the organization.</p>	<p>The brand extensions represent strategic business units and are extensions of the Scouting America primary brand. They represent experiences and opportunities related to specific program initiatives and special events. They include things such as:</p>
<div><p>The <b>Scouting America primary brand</b> is used for those projects and properties which concern Scouting as a whole, or multiple sub-brands. Some elements of the primary brand are inherited by the four main Scouting America sub-brands shown here.</p></div>	<div><div><p><b>Cub Scouts</b> is for boys and girls, from kindergarten to fifth grade.</p></div><div><p><b>Scouts BSA</b> is for young men and women aged 11 to 17 years old.</p></div><div><p><b>Venturing</b> is for young men and women aged 14 to 20 years old.</p></div><div><p><b>Sea Scouts</b> is for young men and women aged 14 to 20 years old.</p></div></div>	<div><p><b>High-Adventure Bases</b></p><div></div></div> <div><p><b>National Scouting Museum</b></p><div></div></div> <div><p><b>National Jamboree</b></p><div></div></div> <div><p><b>Order of the Arrow</b></p><div></div></div>



# Primary Brand










# Trademark & Identity

Consisting of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, the Scouting America primary trademark should be used to establish the organization’s identity. The ® registration mark should appear at the lower right corner of the trademark.



One Color	Two Color	Four Color (CMYK)	Screen Usage	Reversed
				
Black or any dark color may be used.	Red: PMS 186 Blue: PMS 294	Red: 0, 100, 81, 4 Blue: 100, 58, 0, 21	Red: #CE1126 Blue: #003F87	White must be used.

## Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Scouting America corporate trademark:



Do not reproduce in a tint or screen.



Do not reproduce in all red or colors such as pastels or neons.



Do not reproduce in color on a dark background.



Do not truncate.



The gold fleur-de-lis has been retired and should not be used.





# Signature

As an alternate to the Trademark, the Scouting America signature may be used to establish the organization's identity. Either variation may be used.



The space between the elements should not be modified, and the ® registration mark should always appear.

The following are acceptable ways of reproducing the Scouting America corporate signature:

One Color	Two Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	Red: PMS 186 Blue: PMS 294	Red: 0, 100, 81, 4 Blue: 100, 58, 0, 21	Red: #CE1126 Blue: #003F87	White must be used.

## Clear Space

The amount of clear space around the signature on all sides should be equal to or greater than the height of the fleur-de-lis.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Scouting America corporate signature:



Do not reproduce in all red or colors such as pastels or neons.



Do not alter the signature in any way, including changing the typeface.



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.





# Council Signature

In order to build a consistent brand across the country, one that families, volunteers and donors recognize, local councils must use the Scouting America Council Signature to establish their local identity. Either of these variations may be used. Councils may not establish local logos and branding separate and apart from this Council Signature or the Scouting America Trademark.



The council signature elements may not be modified, amended, or added to in any way. The ® registration mark should always appear. Follow the color, spacing and usage guidelines noted in the Scouting America “Signature” section above.





# Primary Colors

The Scouting America palette is inspired by a blend of our iconic uniform colors along with outdoors-inspired beige and warm gray.

White is an important component of the color palette, serving as a fifth “color.”

These five colors may be used by any of the sub-brands, as well, especially the outdoors-inspired colors that could serve to unify the portfolio of brands.



Scouting America Red

HEX: #CE1126

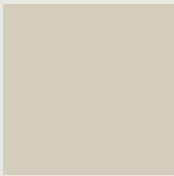
RGB: 206, 17, 38



Scouting America Blue

HEX: #003F87

RGB: 0, 63, 135



Scouting America Tan

HEX: #D6CEBD

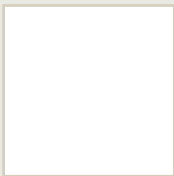
RGB: 214, 206, 189



Scouting America Gray

HEX: #515354

RGB: 81, 83, 84



Scouting America White

HEX: #FFFFFF

RGB: 255, 255, 255





# Secondary Colors

Related colors, derived from the primary palette, are also available and can be used with their parent colors to create layered effects in layout.

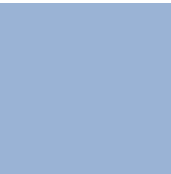


Scouting America Red

*Do not create shades or tints of Scouting America Red.*



Scouting America Blue



Scouting America Pale Blue

HEX: #9AB3D5  
RGB: 154, 179, 213

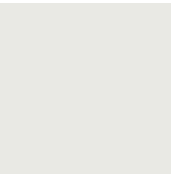


Scouting America Dark Blue

HEX: #003366  
RGB: 0, 51, 102



Scouting America Tan



Scouting America Light Tan

HEX: #E9E9E4  
RGB: 233, 233, 228



Scouting America Dark Tan

HEX: #AD9D7B  
RGB: 173, 157, 123



Scouting America Gray



Scouting America Pale Gray

HEX: #858787  
RGB: 133, 135, 135



Scouting America Dark Gray

HEX: #232528  
RGB: 35, 37, 40



# Fonts

The fonts below are approved for use by Scouting America. They are widely available typefaces. *For consistency across the organization, please use this suite of fonts as your foundation for any branded communication. Although additional fonts may be used as design elements, the foundation of any piece must be rooted in the fonts below.*

**Times New Roman**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Helvetica Neue LT Std 77 Bould Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Proxima Nova Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Example: **Prepared. For Life.®**

The Proxima Nova type family is a licensed font family available with an Adobe Creative Cloud subscription or through other vendors. An approved alternate from Google fonts is Montserrat.










# Prepared. For Life.® Tagline

## Prepared. For Life.®

The Prepared. For Life.® tagline should always be used in conjunction with the Scouting America trademark or signature. It should never appear by itself without the trademark or signature also appearing, although they can be in separate locations. The period after “Prepared” and a ® trademark symbol must always be used in conjunction with the tagline.

The following are acceptable ways of reproducing the Prepared. For Life.® tagline:

	One Color	Two Color	Four Color (CMYK)	Reversed
Stacked Lockup				
Horizontal Lockup				
Text Only	<b>Prepared. For Life.®</b>	<b>Prepared. For Life.®</b>	<b>Prepared. For Life.®</b>	<b>Prepared. For Life.®</b>
	Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 100, 58, 0, 21	White must be used.

## Clear Space

The amount of clear space around the tagline on all sides should be equal to or greater than the height of the fleur-de-lis, if used, or double the height of the text if the “words only” version is used.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Prepared. For Life.® tagline:



Do not reproduce in a tint or screen.



Do not add effects, including a drop shadow, bevel, or glow.



Do not alter the signature in any way, including changing the typeface or colors.



Do not reproduce in color on a dark background.



# Preparados para el futuro.® Tagline

## Preparados para el futuro.®

The Preparados para el futuro.® tagline should always be used in conjunction with the Scouting America trademark or signature. It should never appear by itself without the trademark or signature also appearing, although they can be in separate locations. The ® trademark symbol must always be used in conjunction with the tagline.

The Preparados para el futuro.® tagline is to be used in conjunction on Spanish-language collateral only. It should be placed on all Spanish-language Scouting America communications, literature, and products.

The following are acceptable ways of reproducing the Prepared. For Life.® tagline:

	One Color	Two Color	Four Color (CMYK)	Reversed
Stacked Lockup				
Horizontal Lockup				
Text Only	<b>Preparados para el futuro.®</b>	<b>Preparados para el futuro.®</b>	<b>Preparados para el futuro.®</b>	<b>Preparados para el futuro.®</b>
	Black or any dark color may be used.	<b>Red:</b> PMS 186 <b>Blue:</b> PMS 294	<b>Red:</b> 0, 100, 81, 4 <b>Blue:</b> 100, 58, 0, 21	White must be used.

## Clear Space

The amount of clear space around the tagline on all sides should be equal to or greater than the height of the fleur-de-lis, if used, or double the height of the text if the “words only” version is used.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Prepared. For Life.® tagline:



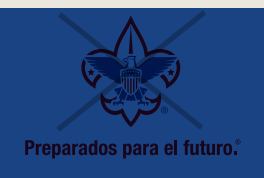
Do not reproduce in a tint or screen.



Do not add effects, including a drop shadow, bevel, or glow.



Do not alter the signature in any way, including changing the typeface or colors.



Do not reproduce in color on a dark background.



# Program Sub-Brands



# Trademark, Brand Positioning & Identity

### Brand Positioning

- Emphasis on family, fun, and friends.
- Through Cub Scouts, you and your friends will learn and do fun, new things. You'll embark on adventures, explore the outdoors, and gain skills that will set a foundation for success in life.

### Identity

The Cub Scouts trademark consists of the wolf, the words “Cub Scouts,” and a fleur-de-lis.

The following are acceptable ways of reproducing the Cub Scouts trademark:



Trademark

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
Black or any dark color may be used.	Blue: PMS 294 Yellow: PMS 116	Blue: 100, 48, 0, 44 Yellow: 0, 10, 100, 0	Blue: #003F87 Yellow: #FCD116	White must be used.

## Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the diamond shape.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Cub Scouting program trademark:



Do not reproduce in a tint or screen.



Do not alter the signature in any way, including changing the typeface or colors.



Do not add effects, including a drop shadow, bevel, or glow.



Do not use the Wolf element outside of the approved trademark.



# Colors

Blue and Gold set the foundation for the Cub Scouts brand.

Carried over from the uniform, Blue and Gold set the stage for everything related to the Cub Scouts brand. They are iconic and should be used heavily on anything designed for the brand. Scouting America colors may be used as accent colors, as well as outdoor colors of greens, blues and browns.



Cub Scouts Gold

HEX: #FDC116

RGB: 252, 209, 22

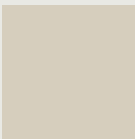


Cub Scouts Blue

HEX: #003F87

RGB: 0, 63, 135

Scouting America Primary Colors



Use sparingly.





# Trademark, Brand Positioning & Identity


## Brand Positioning

- Emphasis on testing your limits and gaining an edge in life.
- Through Scouts BSA, you can go places, test yourself, and have one-of-a-kind adventures you can't get anywhere else.

## Identity

The Scouts BSA trademark is used to indicate the Scouts BSA program and may be licensed for use on products or services for boys and girls ages 11–17. It consists of a fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars, and is presented in a three-dimensional format. The ® registration mark should appear at the lower right corner of the trademark.

The following are acceptable ways of reproducing the Scouts BSA program trademark:

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
				
Black or any dark color may be used.	<b>Yellow:</b> PMS 116 <b>Brown:</b> PMS 463 <b>Blue:</b> PMS 294 <b>Red:</b> PMS 186	<b>Yellow:</b> 0, 20, 100, 0 <b>Brown:</b> 50, 80, 100, 30 <b>Blue:</b> 100, 58, 0, 21 <b>Red:</b> 0, 100, 81, 4	<b>Yellow:</b> #FFCC00 <b>Brown:</b> #996633 <b>Blue:</b> #003F87 <b>Red:</b> #CE1126	White must be used.



## Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Scouts BSA program trademark:



Do not reproduce in a tint or screen.



Do not truncate.

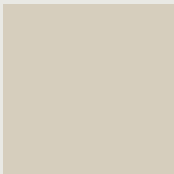


# Colors

The Scouts BSA uniform is a warm tan color, with most of the color interest sourced from applied patches and stitching.

Projects specific to Scouts BSA should use a similarly neutral palette composed mainly of tan, gray, and olive hues, with color coming in from the use of imagery and illustrations.

Scouts BSA Red should be used as an accent or action color.



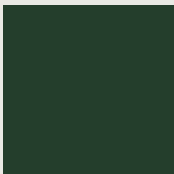
Scouts BSA Tan

HEX: #D6CEBD  
RGB: 214, 206, 189



Scouts BSA Red

HEX: #CE1126  
RGB: 206, 17, 38



Scouts BSA Olive

HEX: #243E2C  
RGB: 36, 62, 44

Scouting America Primary Colors





# Trademark, Brand Positioning & Identity

Brand Positioning

- Emphasis on teamwork and setting your course for adventure.
- Where adventure meets purpose. We empower young men and women aged 14 to 20 to explore, lead, and thrive. Through outdoor challenges, community service, and personal growth, Venturers build character, forge lifelong friendships, and prepare for a future filled with impact.

Identity

- Trademark: Consisting of a snow-capped mountain, crossbar, and “V” on a field of green, the emblem represents the challenges and achievements experienced in Venturing. The ® registration mark should appear at the lower right corner of the trademark.



Trademark

## Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the diamond shape.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Venturing program trademark:



Do not reproduce in a tint or screen.








Do not reproduce in color on a dark background.



Do not add effects, including a drop shadow, bevel, or glow.

The following are acceptable ways of reproducing the Venturing program trademark:

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
				
Black or any dark color may be used.	Green: PMS 349 Yellow: PMS 116	Green: 100, 0, 90, 40 Yellow: 0, 10, 100, 0	Green: #006B3F Yellow: #FCD116	White must be used.



# Colors

With Venturing, use a color palette that consists primarily of Venturing Green and Venturing Yellow.

The green color is derived from the Venturing uniform, with a slightly brighter hue. Use Venturing Yellow as an accent.

The Scouting America primary color palette may be used in a limited way,

Scouting America gray hues pair well with Venturing Green and Yellow; white is an important part of all Scouting America palettes.



### Venturing Green

HEX: #006B3F

RGB: 0, 107, 63



### Venturing Yellow

HEX: #FCD116

RGB: 252, 209, 22

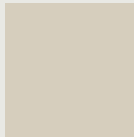
### Scouting America Primary Colors



Use sparingly.



Use sparingly.



Use sparingly.





# Trademark, Brand Positioning & Identity

## Brand Positioning

- Emphasis on improved boating skills and adventures that lead to life-long friendships.
- Through Sea Scouts, you and your friends can experience the adventures and challenges of sailing and making lifelong memories. You'll learn, grow, find adventure and navigate your way into the future.

## Identity

This trademark is used to represent Sea Scouts. The trademark consists of a blue anchor, a gold fleur-de-lis with eagle, shield with 13 stars and stripes, and two five-pointed stars. It is represented in a three-dimensional format. The ® registration mark should appear at the lower right corner of the trademark.

The following are acceptable ways of reproducing the Sea Scouts trademark:

One Color	Spot Color	Four Color (CMYK)	Screen Usage	Reversed
				
Black or any dark color may be used.	<b>Blue:</b> PMS 294 <b>Red:</b> PMS 186	<b>Black:</b> 0, 0, 0, 100 <b>Dark Brown:</b> 0, 61, 100, 3 <b>Light Brown:</b> 0, 21, 38, 34 <b>Dark Blue:</b> 100, 72, 27, 33 <b>Light Blue:</b> 34, 17, 0, 7 <b>Dark Gold:</b> 0, 33, 98, 36 <b>Gold:</b> 0, 26, 98, 16 <b>Dark Yellow:</b> 0, 25, 100, 100 <b>Light Yellow:</b> 0, 14, 75, 3 <b>Red:</b> 0, 100, 100, 50	<b>Black:</b> 0, 0, 0 <b>Dark Brown:</b> 51, 0, 0 <b>Light Brown:</b> 179, 148, 117 <b>Dark Blue:</b> 0, 51, 102 <b>Light Blue:</b> 154, 179, 213 <b>Dark Gold:</b> 153, 102, 0 <b>Gold:</b> 204, 153, 0 <b>Dark Yellow:</b> 255, 204, 0 <b>Light Yellow:</b> 255, 204, 102 <b>Red:</b> 154, 0, 0	White must be used.



Trademark

## Clear Space

The amount of clear space around the trademark on all sides should be equal to or greater than the height of the fleur-de-lis in the center of the anchor.

## Unacceptable Usage

The following are **unacceptable** ways of reproducing the Sea Scouting trademark:



Do not reproduce in a tint or screen.



Do not reproduce in color on a dark background.



Do not add effects, including a drop shadow, bevel, or glow.



# Sea Scouts

With its emphasis on water recreation and adventure, Sea Scouts unsurprisingly uses a marine-inspired palette composed largely of blues and grays, with yellow used as an accent color.

The tan and red of the Scouting America primary palette should be used only in a limited fashion.



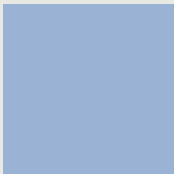
### Sea Scouts Yellow

HEX: #FFCC00  
RGB: 255, 204, 0



### Sea Scouts Dark Blue

HEX: #003366  
RGB: 0, 51, 102



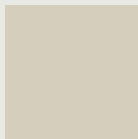
### Sea Scouts Light Blue

HEX: #99B3D5  
RGB: 154, 179, 213

### Scouting America Primary Colors



Use sparingly.



Use sparingly.





# Trademark & Logo Protection





# Licensing

## Patches

Scouting America requires that all patches be manufactured by the Supply Group or by an official Scouting America licensee.

Scouting America reviews each request for embroidered use of all brand trademarks as submitted by its licensees. Licensees will facilitate all authorizations with Scouting America. Any trademark that is used on a patch not created by the Supply Group or by an official Scouting America licensee is considered an unauthorized use of Scouting America's trademarks. For more information, visit [www.scouting.org/licensing](http://www.scouting.org/licensing).

## Branded Products

Any use of Scouting America's trademarks by any third party on any product, including patches, pins, and T-shirts, requires that the manufacturer of these products be licensed by the Scouting America National Council. For more information, visit [www.scouting.org/licensing](http://www.scouting.org/licensing).





# Logo Protection

The trademarks and logos of Scouting America are protected by a 1916 act of Congress (36 U.S.C. 27) as well as by a variety of registrations with the U.S. Patent and Trademark Office. The 1916 act specifically gives Scouting America the sole and exclusive right to use emblems, badges, descriptive or designating marks, and words or phrases the corporation adopts.

These and all art or logotypes obtained from the Scouting America National Council are the exclusive property of Scouting America and must be used and displayed as shown in this manual or official artwork unless otherwise stated in writing from an authorized officer of the Scouting America National Council. In other words, they must appear with any ownership symbols exactly as received, and no additional symbols are to appear in connection with them. If the manual or official artwork indicates the artwork or logotype is the subject of a U.S. trademark registration certificate, it should appear with the ® symbol. It is customary that the ® symbol is used once in the headline of an advertisement (if it is used in an ad or a poster) and then the first time it is used in the text. The ® symbol is placed on the upper right of the last letter of the trademark (if it is a word mark) or on the lower right of the symbol (if it is a design mark) and in a size that is approximately one-third the size of the largest letter or element in the trademark (but never so small that it can't be read).

An attribution statement must be placed at the bottom of any advertisement or poster that clearly identifies trademarks or design marks of Scouting America. This might read as follows: "BE PREPARED is a registered trademark of Scouting America." For additional guidance, visit [www.scouting.org/licensing](http://www.scouting.org/licensing).

If you have any questions concerning correct trademark usage, please contact the Scouting America Marketing Group at the National Council for further guidance.

While councils and others in the Scouting community promote the brand, care should be exercised to ensure that the proper statutory symbol (®, <sup>TM</sup>, or ©) is properly affixed to trademarks used in communications. Scouting America maintains its right to regulate use of trademarks and constrain that use whenever the national organization, in its sole discretion, deems it necessary to do so.





# **SOCIAL MEDIA PLAYBOOK**



# WHY SOCIAL MEDIA MATTERS

Social media connects families, shares adventures and inspires new members. It's where parents are active and it is used to recruit and retain Scouts. Social media also builds visibility for Scouting in your local community.



## Goal to Educate

Highlight Scouting's benefits, values, active community involvement and programs.



## Goal to Engage

Create conversations and invite families to get involved.



## Goal to Inspire

Share photos, videos and stories from your unit.





# GENERAL BEST PRACTICES

## **Post regularly.**

Aim for 2–5+ times a month and build up from there.

## **Use high-quality images and videos.**

**Follow and tag the National Scouting America and Cub Scouts accounts across platforms and use relevant hashtags.**

For example: #ScoutingAmerica, #CubScouts, #ScoutSafely, #EagleScouts.

## **Seek to include a call to action.**

For example: “Join us,” “Learn more.”



**NOTE:** For each and every platform, include your website and make sure your channel's about/bio is up to date, clear and informative.





# HASHTAGS

**A hashtag is a word or phrase with the symbol “#” preceding it. For example: #CubScouts.**

On social media, hashtags are used to categorize content, making it easier for people to find posts on specific topics. They help boost visibility for content, and allow users to join/follow conversations, trends and campaigns across various platforms.

We advise individuals to use 5-7 hashtags per post – this is a solid, universal range that is a good goal across platforms.

With specific campaigns, holidays, trends and initiatives, there may be additional hashtags to include. For example: #GivingTuesday #PinewoodDerby.





# SAFEGUARDING YOUTH

***Follow ALL Scouting  
America Youth Protection  
and Safeguarding  
standards online***

***Learn more here:***

***[https://www.scouting.org/  
training/youth-protection/](https://www.scouting.org/training/youth-protection/)***

**No one-on-one youth/adult communication.**

**Avoid posting full names.**

For example: use “Samuel J.” instead of “Samuel Jones.” Avoid using other private identifying information about individual Scouts such as addresses, schedules and extremely personal details.

**Talk about social media and digital privacy with your unit before you begin your social media Scouting adventure.**

**Respect the wishes of those who do not want to participate.**

If a parent does not want his or her child(ren) on social media, blur face(s) or include photos without his or her child(ren).

**Report misuse of photos or accounts to your council.**





# INSTAGRAM OVERVIEW

**Target audience:**

Parents ages 25–45; older youth in Scouting or recent alums.

Visual-first platform perfect for photos and short videos.

Use Stories, Reels and Carousels to increase reach.

*Don't be afraid to grow your Instagram presence over time, experiment, try new things and see what works for YOUR unit!*





# INSTAGRAM FEATURES

## **Reels**

Reels are video content of any kind. Great for Pinewood Derby, camp moments, quick how-tos or tutorials.

## **Carousels**

Carousels are posts with multiple images. Showcase step-by-step activities, Scout accomplishments, events, Merit Badge work and more.

## **Stories**

Stories share behind-the-scenes or timely updates;

Your story is content that lives on your profile (you click your profile circle image to see these) for 24 hours; can be saved in highlights on your profile.



**Collaborative posts** enable you to share content with partners. For example: if your troop volunteers at an animal shelter, you can invite that animal shelter (if it has an Instagram profile) to be a collaborator on your post; if you have an Instagram profile for a troop and also have an Instagram profile for the corresponding pack, you can create collaborative posts that include both accounts on Instagram.

If you are editing a post on your phone (after the post has already gone live), you will see "Add collaborators" at the top of your post, under/next to your username.

**NOTE:** To invite someone to be a collaborator on your post, click "Tag" and "Invite Collaborator" will pop up as an option underneath; you can collaborate with five accounts for each post (send five collaborator invites).

**Pacific Harbors Council**

**LOVES to be added as a collaborator!**





# INSTAGRAM CONTENT TIPS

Include fun, emoji-filled captions with a clear call to action.

Post vibrant, authentic images of Scouts in action.

You cannot add links to captions. URLs/links are NOT clickable, so we recommend using LinkTree or another similar service/tool for the link in your bio. This will enable you to include a full list of links.

Use consistent filters or styles to keep your feed unified.





# FACEBOOK OVERVIEW



*Ideal for reaching adults like parents, grandparents, Scouting advocates (alumni) and community leaders.*

**Great for sharing event recaps, photos and announcements.**

**Largest versatility/widest range of capabilities and tools.**

**Refrain from using private groups or pages.**

**Set up your page with a name that associates you/your profile with Scouting America and provides your location for interested families.** For example: "Scouts BSA Troop 144 – San Diego, California" or "Cub Scout Pack 59 – Milwaukee, Wisconsin."

**Include basic info for meeting times/locations and contact info for unit leaders.**



# FACEBOOK CONTENT TIPS

Share local Scouting stories with photos.

Post event reminders and follow-ups.

Use Facebook Events for recruitment nights or service projects.

Encourage parents to like, comment and share your posts.

Do NOT tag youths' personal profiles.

Use Facebook Pages for public updates and recruitment.

Pin key info (like how to join at the top of your page.

Facebook live and stories provide additional capabilities.







# TIKTOK OVERVIEW

TikTok is perfect for storytelling, humor, trends and quick tips.

When used safely, TikTok is both youth- and parent-friendly.

Focus on fun, short videos with music and text overlays.

Leverage older youth for help creating and editing content; however, parents/adults **MUST** post and manage account.

*Do not take TikTok too seriously – what's popular on TikTok this evening may be forgotten by tomorrow morning; while your content can go viral, we do not recommend spending a massive amount of limited resources on this platform.*



# TIKTOK CONTENT TIPS

Use appropriate music and follow trends that align with Scouting values to highlight Scouting fun. (If you are ever in doubt about whether a trend or something else is OK to emulate, err on the side of caution.

Show hands-on activities, crafts, adventures, photo montages and more.

Keep videos 15–60 seconds with closed captions and/or voiceovers.







# YOUTUBE OVERVIEW

*Ideal for longer-form video storytelling.*

*Use for recaps, how-to videos, camp previews and testimonials.*

*Great tool for recruitment and education.*





# YOUTUBE CONTENT TIPS

*We advise that you do not set your content as “made for kids,” which may limit your reach and exposure. It also prevents viewers from adding your video to their playlists.*

You can also create playlists according to year, topic (campouts, meetings, etc.), recruiting, events, service projects and more.

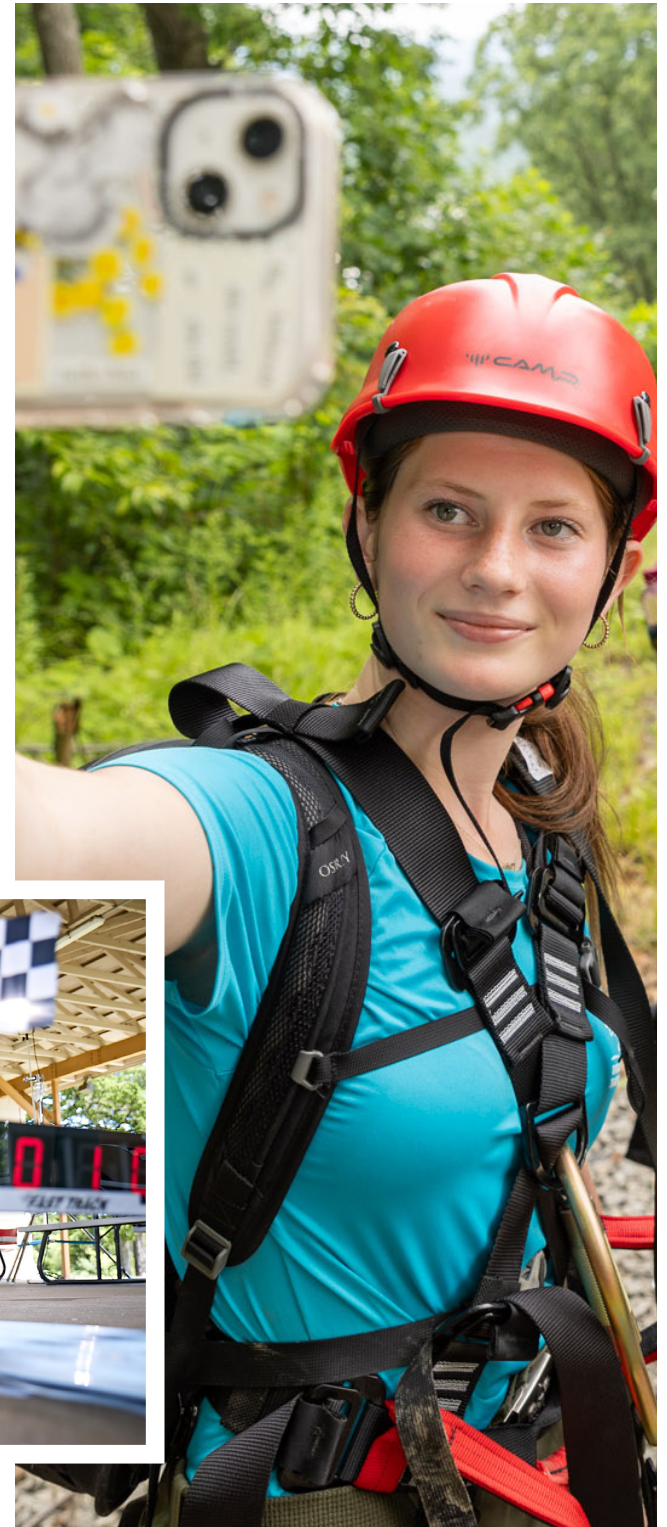
For example: if a news outlet covers your pack’s Pinewood Derby, you would want to include that in your playlist.

Include strong titles, thumbnails and descriptions while leveraging relevant hashtags and keywords.

YouTube shorts are up to 3 minutes long. These can be leveraged for other social media platforms, too.

Leverage YouTube live to livestream content. For example: Eagle Board of Reviews, crossover/ranking up ceremonies, live sessions with guest speakers, etc.)

Post longer videos for more in-depth content, tutorials, etc.







# BRINGING IT ALL TOGETHER

Remember, social media is an extension of Scouting in real life – stay positive, safe and on-brand for Scouting America.

Make sure your social media content and actions online align with the Scout Oath, Scout Law and Scouting's values.

Highlight achievements, adventures and service; leverage social media to expand your reach, increase awareness of all that Scouting has to offer and connect with others in the Scouting community - whether in your state, across the nation or worldwide!

Use photos and stories to tell the Scouting story while also showcasing what makes YOUR unit special and authentic.

**CONSISTENTLY** promote joining and volunteering.

