



Scouting AmericaTM

National Capital Area Council



District Marketing
through Social Media



Cynthia Griffiths

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**Chief Communications Officer, Director of
Marketing and Public Relations**

Cindy has almost two decades of professional nonprofit experience primarily in fundraising and communications. She has served as Director of Communications & Development for the National Council of Churches, Executive Director of DC-MD Justice For Our Neighbors, and Deputy Director of Development for Communications at Interfaith Works. For several years she helped small businesses and organizations implement successful communication strategies and published a much-needed local news site through her company, Online and In Person, LLC. She is trained as a video technician at the local public access TV station and has been on a crew filming two documentaries. Over the years, she has blogged, taught yoga/meditation, and ran for local public office. She enjoys hiking, kayaking, photography, painting, and camping. Her family has loved Scouting in the NCAC since her oldest son joined Cubs in 2003 and she served as a Cub leader for eight years. Both her adult sons are Eagle Scouts, and her husband currently serves as a COR.



Safety Moment

As it relates to social media, two-deep leadership means there should be no private messages and no one-on-one direct contact through email, Facebook messages, Twitter direct messaging, chats, instant messaging (Google Messenger, AIM, etc.), or other similar messaging features provided through social media sites. All communication between adults and youth should take place in a public forum (e.g. the Facebook wall), or at a bare minimum, electronic communication between adults and youth should always include one or more authorized adults openly “copied” (included) on the message or message thread.

<https://scoutingwire.org/social-media-guidelines/>



Course Description

**GSC705 Social Media Essentials
for your District (or Council
Committee / Program**

To keep Scouting going and growing, it is critical that people see the incredible things our Scouts are doing. It is especially important to spread the word through social media. This course offers practical advice on reaching broader audiences through engaging social media that can drive increased participation and recruitment, including Facebook geotargeted ads supported by NCAC. This course is designed for district or committee chairs and leads (e.g., Marketing & Communications, Activities & Civic Service, Special Events, Training, etc.), webmasters, committee members, and other interested volunteers.



2025 Goals

- Start new units
- Grow Scouting
- Provide an Ideal Year of Scouting

How will social media help us do this?
Is social media worth investing time?



Main Technology

- Social Media | Facebook
 - Geofencing
 - Graphic Design | Canva
 - [WeOwnAdventure.com](https://www.weownadventure.com) | WordPress
- 



Social Media

Facebook & Instagram

Social Media Posts

Standard Practice

While the National Capital Area Council needs to take official ownership of all social media pages affiliated with any Council organizations or Districts within the Council, it would like to clarify its position on editorial control.

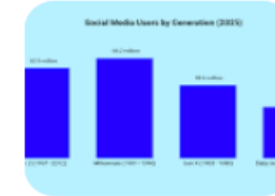
- Day to day operation of social media pages shall remain with the group named on the page.
- Each page will identify a minimum of two admin users besides the council to help manage a page.
- The page will utilize the council's social media procedure regarding commenting.
- If comments are posted that are in violation of the commenting procedure, then they may be removed by an appointed representative of the Council. Council will notify the page's administrative team of any issues that arise.
- The group shall be responsible for the content on the page and its regular update.
- If content is posted that is deemed to be inappropriate by the council, it may be removed. However, an explanation and notification will be provided to the page's administrative team.
- No page admins will be removed from a page unless an immediate safety or legal issue arises. If this issue occurs, the organization responsible for the page will be contacted and the issue addressed promptly.
- It is the intent that social media pages are an effective way to engage with our members as well as recruit new scouting participation. It is the intent of the council to ensure the safety of all and to publish messages that are in compliance with scouting's ideals.

By Richard Harrington NCAC's former Marketing VP

Social Media Demographics

✦ AI Overview

In 2025, millennials are a significant portion of social media users in the United States, using a variety of platforms including Facebook, Instagram, TikTok, and Snapchat. [🔗](#)



Millennial social media usage statistics [🔗](#)

- 37% of social media users in the US are millennials, [according to Oberlo](#)
- 32.6% of Facebook users are millennials, [notes eMarketer](#)
- 36.5% of Instagram users are millennials
- 33.0% of TikTok users are millennials
- 33.6% of Snapchat users are millennials
- Nearly 100% of millennials use the internet, and 86% use social media

Social media usage trends

- Social media has become a gateway for accessing a wide range of content, including news, entertainment, music, and gaming [🔗](#)
- The ways different age groups interact with social media vary [🔗](#)
- The typical social media user will use 6.7 social platforms in any given month [🔗](#)
- Social media is more popular than ever, with 5.22 billion active users worldwide [🔗](#)
- Facebook remains the most popular social media platform [🔗](#)

Timeline

1

Start with drafting text for your post.

- What is this post about? Why should people participate?
- Include date of event
- Include links for registration or more information

2

Next find photos/ create graphic

- Visit Scouts Brand Center for pictures.
- Use Canva make sure graphics include:
Logo, date, simplified links
bsa colors/ or colors relevant to post.

3

Then use Hashtags

- # insert your district
- #MyNCAC
- #WeOwnAdventure
- #preparedforlife
- In the immediate future, continue to use #BSA or #BoyScouts as people are still searching for these.

4

Finally Complete the Post

Directly post through Facebook

1 Drafting text for your post

- What is this post about?
- Why should people participate?
- When
 - Include date of event
- Where
 - Include location
 - Include links for registration or more information

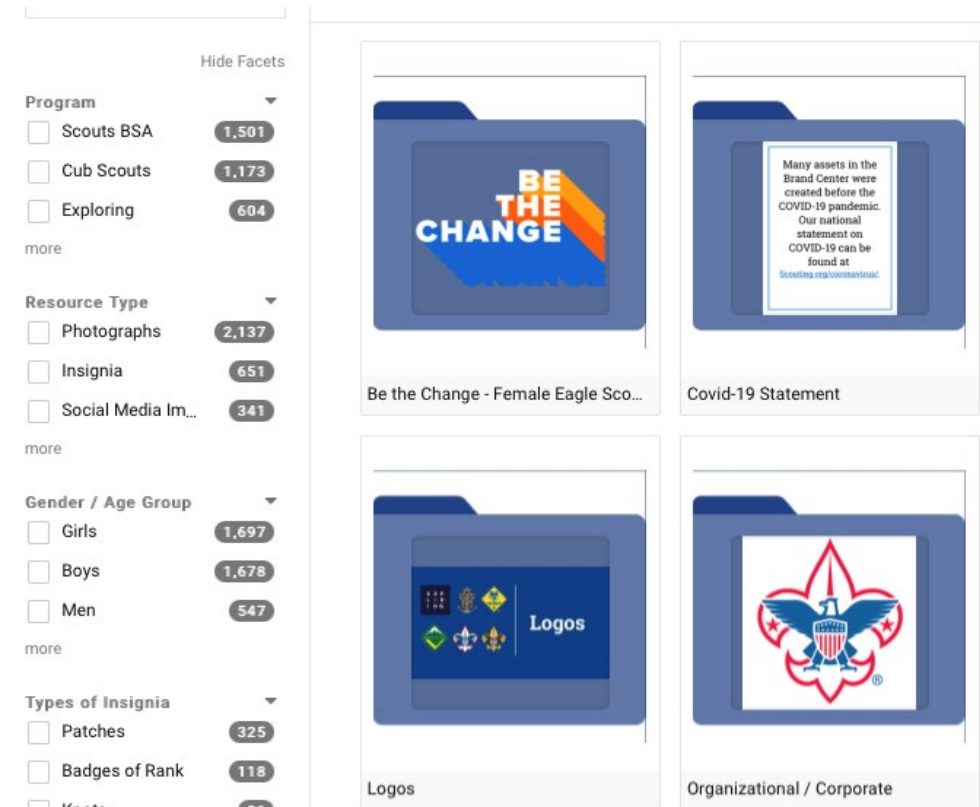
Text

The University of Scouting is back and in person on February 24,2024 from 7:30am until 5pm at Hayfield High School in Alexandria, VA. Whether you are new to the program or a veteran of many years, the University provides interesting courses in Cubbing, Scouts, and Adventure and leadership training for Venturing, and Sea Scouting, and courses applicable across the Scouting programs. Follow the link to register : <https://www.ncacbsa.org/the-university-of-scouting/> # 😊

2

Find photos or use your own

Visit BSA's Brand Center



bit.ly/scoutpics

Photos/Videos should be of:

- Smiling Scouts
- Action shots from activities offered
- Outdoor Scenes/ Surroundings
- Draft a few questions to get videos of scouts. For example:
 - Why did you come out today?
 - What is your biggest take away/lesson after participating?

National's Social Media Photo Guides

Acceptable photos fall into two categories:

- LIVING: Photos that capture a candid, memorable moment.
- DOING: Photos of active Scouts, physically engaging with the world.

Posting after events/Utilizing pictures from past annual events

- Try and take photos at every event
- Utilize photo patrol Scouts to help capture moments

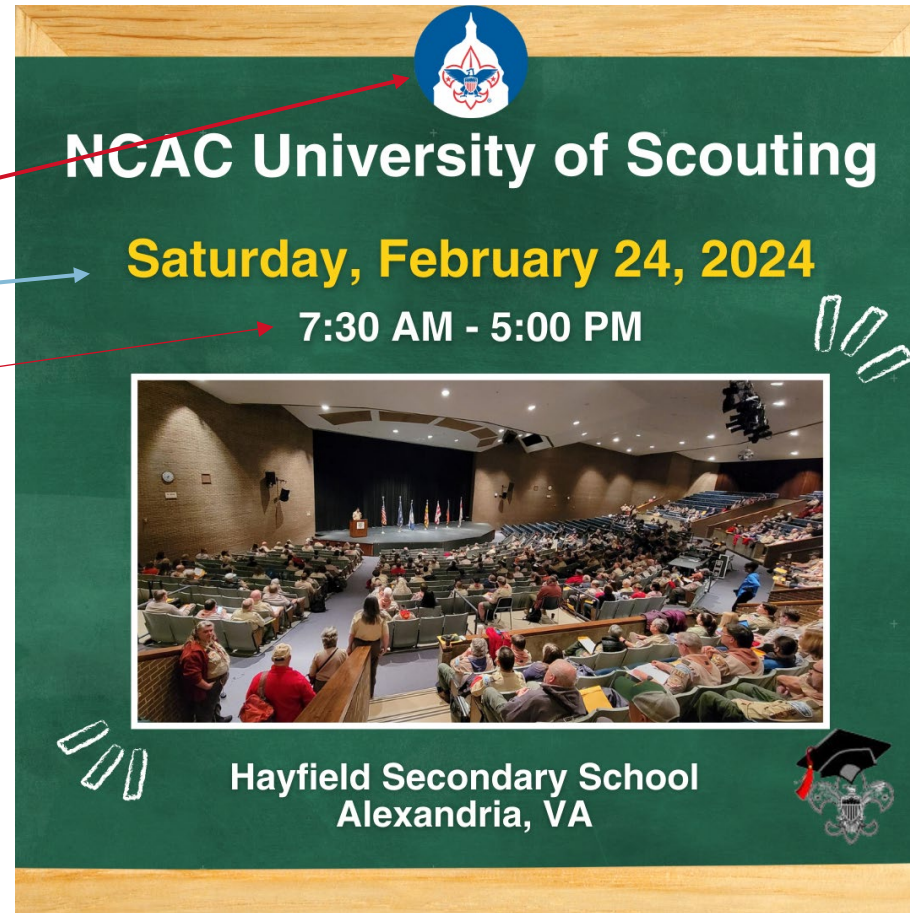
Photo Patrol's job is to help improve our Council's visual storytelling by taking and sharing great pictures and video of Scouts in action. Once they're in the Patrol, they will serve as official "Council Photographers" at future events and have a great new patch to show for it!

2

Create graphic

Make sure graphics include:

- Logo
- Date
- Time
- BSA colors/ or colors relevant to post.
- Simplified link/ QR (optional)



3

#Hashtags

What are Hashtags?

Using hashtags is essentially a way to group together conversations or content around a certain topic, making it easy for people to find content that interests them.

You can search hashtags and see what other content is related to your post.



Scouts BSA Troop 1070

January 4 · 🌐

What a better way to start 2023 than with a New Year Hike at Catoctin Mountain Park. Wonderful weather, beautiful vistas and friends: that's what we call a perfect combination!

Thanks to Monty Ahuja for the last set of pictures.

[#ScoutsBSA](#) [#beoutdoors](#) [#myNCAC](#) [#catoctinNPS](#) [#getoutside](#)



Goshen Scout Reservation is at Goshen Scout Reservation.

July 23, 2021 · Goshen, VA · 🌐

Check out The Guild at Camp Marriott! What would you like to learn to make out of metal?

*

*

[#scoutcamp](#) [#scoutsBSA](#) [#gotogoshen](#) [#myncac](#) [#scoutmein](#)

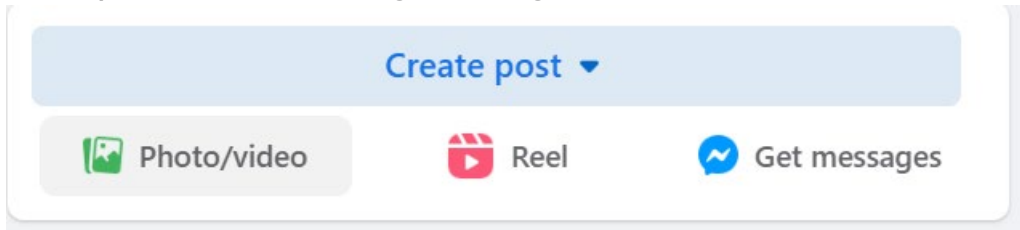
Popular Hashtags used throughout our Council

-#MyNCAC -#scoutsbsa -#_____ District -
#WeOwnAdventure

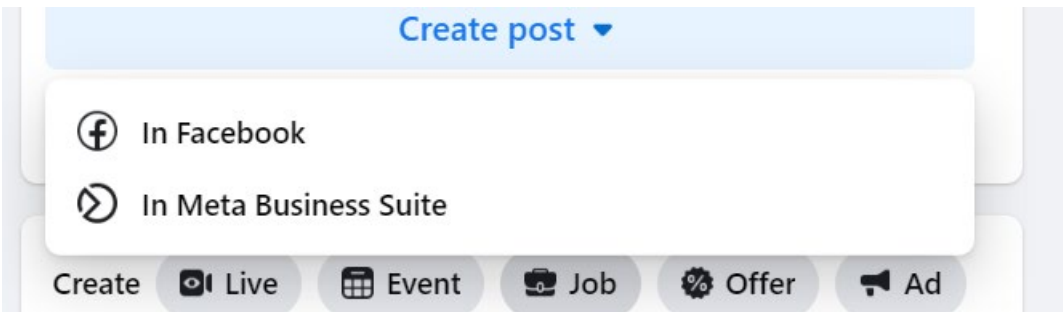
4

Direct Posts

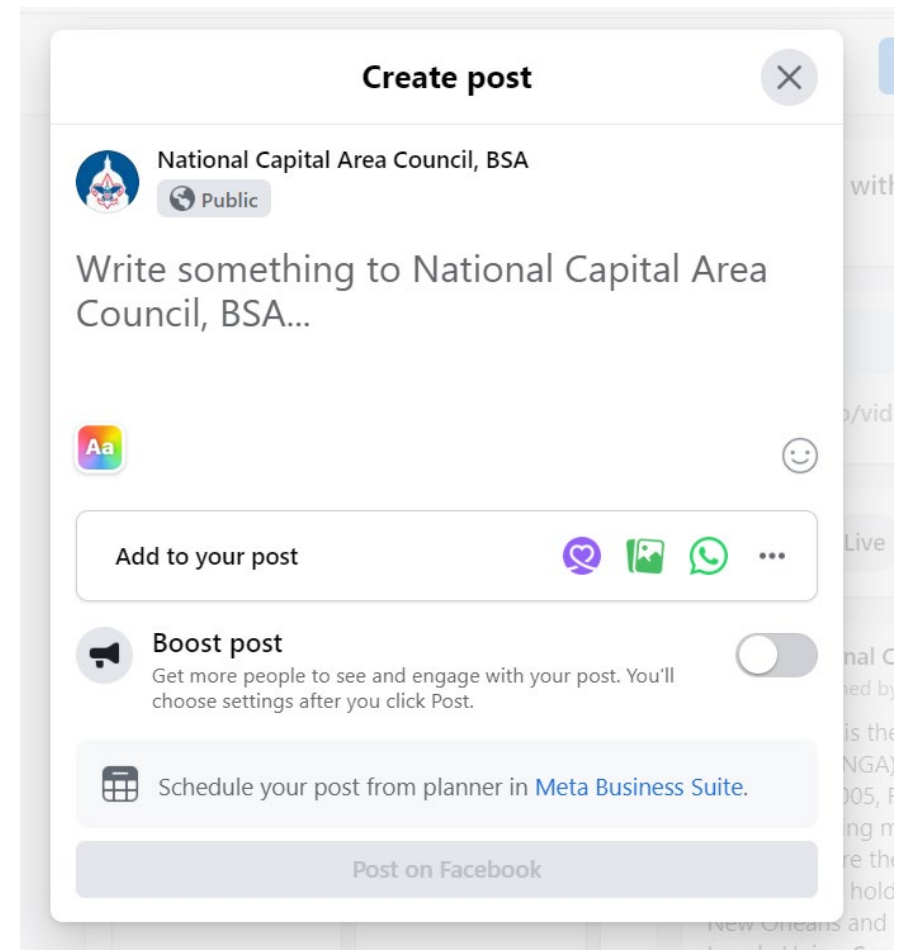
Step 1: Go to beginning of FB Timeline



Step 2: Select create post + the 1st option "In Facebook"



Step 3: Insert text ,images etc. & Post



Approved Content Channels



Scouting magazine ✓

Magazine · 154K followers

i Official page of Scouting magazine, a Boy Scouts of America publication.

≡ 10+ posts in the last 2 weeks

Following



Boy Scouts of America ✓

Nonprofit Organization · 479K followers

i The official Facebook for Scouting America! For more info & to join Scouts BSA & other Scouting America programs, visit www.scouting.org. #ScoutingAmerica Check out & follow...

≡ 10+ posts in the last 2 weeks

Following

AARON ON SCOUTING

The Official Site of Scouting Magazine

For All Families and BSA Volunteers

HOME CUB SCOUTING SCOUTS BSA VENTURING SEA SCOUTING FUN CONTACT US DONATE TODAY

LATEST POSTS > Council gets its first female president, plus more positive news this week in Scouting

SEARCH ...



Some FAQs about the Scouts BSA board of review



Let's discuss the BSA's rule on registering all adults who participate in overnight activities



How to earn the BSA Total Solar Eclipse 2024 Emblem on April 8



Five things to think about when asking Scouts to camp in the cold



PROGRAM UPDATES
Bookmark these four resources to keep up with the Cub Scout program updates

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



National Capital Area Council, BSA

Nonprofit Organization · \$ · 8.1 mi · Closed now · See posts for service changes · 9.2K followers

i Are you ready for adventure? NCAC helps young people build leadership, character, and key life skills.

≡ 10+ posts in the last 2 weeks


Following



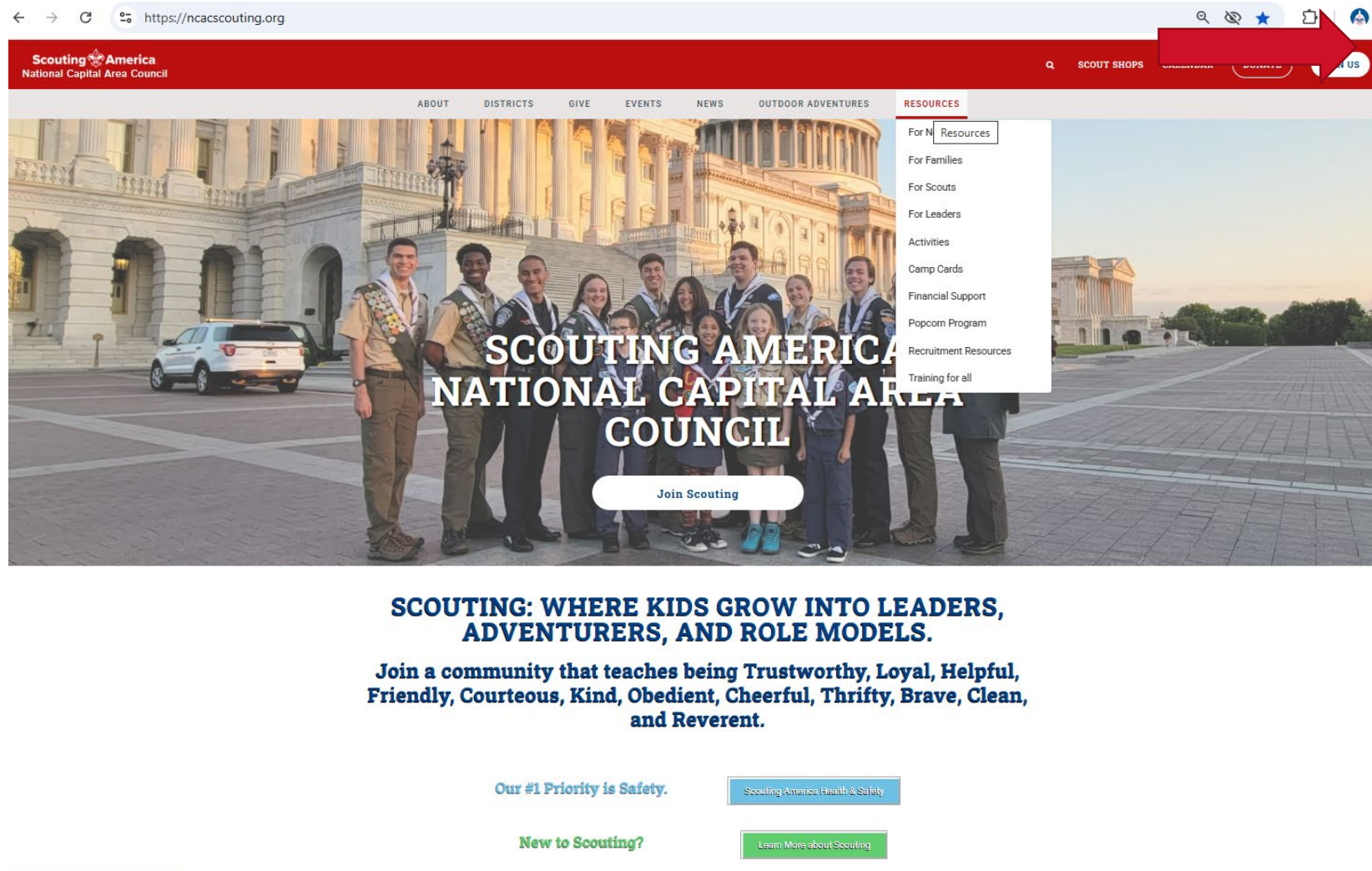
Facebook Geofencing/"Boost" Advertising

What is Geofencing?

NCAC uses Facebook geofencing when we "boost" Facebook events and target audiences in a specific area at any given time. Facebook allows you to get as specific as a 1-mile radius, by following its location targeting privacy guidelines.



New Website NCACScouting.org Navigation



National Center for Scout Leadership Resources for Leaders

For Leaders



Youth Protection is our #1 Priority

[Youth Protection Program](#)

[Scouting America Scouting Safety](#)

Quick Links – How to:

[Review Your List](#)

[Add or Remove](#)

[Get Certifications of Volunteers](#)

[Find your Region News and District Support](#)

[Log Your Service Hours](#)

[View List Resources \(Loading more\)](#)

Awards

[Awards and Recognitions for Scouts and Adult Leaders](#)

Advancement

[Learn more](#) about the process when Scouts progress from rank to rank.

[Single Scout Information](#)

Commissioners

[Learn about Commissioners](#) and how they can help along with. Commissioners are official adult leaders who help Scouts with success. They recruit and support adult leaders of Cub Scouts, Scout BSA Troops, Venturing crews, and Exploring units and clubs.

Plan Your Outdoor Adventures

[Learn about our Camps](#)

[Plan your Scouting Adventure](#)

[Cub Scouts](#) & Exploring

[Family Camping](#)

[High Adventure](#)

[High Adventure Information](#)

[Pledge & Target](#)

[Cub Scouts](#)

[Cub Scout Day & Night Camps](#)

[Find Approved Cub Scout Camps](#)

Find Recruitment Resources in the "One Stop Shop"

[Unit and District Resources](#)

[Cub Scouts/Pack to Pack Cards](#)

Get Trained

[For Adults:](#)

- [BSA USA](#)
- [Commissioner College](#)
- [University of Scouting](#)
- [Whisper Your List](#)
- [Merit Badge](#)

[For Scouts:](#)

- [BSA USA](#)

Scouts Can Earn their Way

[Program Program](#)

[Camp Card Program](#)

Financial Support

[Apply for financial support](#) as part of a Scouting Family for participation and camp fees – or – get the list for Scouting to apply themselves.

[Financial Support](#)

Support Local Scouting

[Scouting America National Center](#) provides resources for various organizations that support Scouting in the Washington, D.C. region, the U.S. Virgin Islands, and District Service (Districts being placed in South Central and North America.) We depend on contributions from our partner organizations with Scouting to enable us to provide the program.

[Support Scouting](#)

[Endowment & Planned Giving](#)

[Friends of Scouting](#)

[What's New Scouting](#)

[Programs for](#)

[Special Events](#)

[What's New](#)

Volunteer or Refer a Good Prospect to Volunteer

[Volunteer with NCAC](#)



National Capital Area Council > Resources > For Leaders > Unit and District Resources

Unit and District Resources

ONE STOP SHOP FOR RECRUITMENT

Welcome to NCAC's One-Stop-Shop for Unit & District resources

Program-wide Resources

These resources can be used to assist with membership recruitment for all our Scouting Programs.



BSA
Membership
Applications



Financial
Assistance
Request Form
by Unit Leaders



Financial
Assistance
Request Form
for Families



Geotagged
Facebook Ad
Request Form



Social Media
Playbook



My.Scouting/Scoutbook
Quick Guide for Leaders



NCAC Resource
Request Timeline



Online Registration
Help Files



Unit Growth Conference
Slides 2024

District Resources



2024 Membership Play Book



District Webelos to Scout
Transition



NCAC Heat Map

Cub Scouting

Cub Scouting is fun for the whole family. In Scouting, boys and girls start with their best right now selves and grow into their very best future selves. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today – and for life.



Info to Request a Facebook Geofenced Boost

- What District is your Unit in?
- What is your Unit Number?
- What type of Unit are you? (All Girl Troop, Family Pack, etc.)
- Date/Time
- Virtual or Inperson
- Where would you like us to center the geofence for your event and how large is the area would you like the geofence to cover?(Up to 3 additional points)
- FB page Link
- Weblinks



Event > Create Event

Create Event



National Capital Area Council, BSA

Host - Your Page



Create Event



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Create Event



Online

Video chat with
Messenger Rooms,
broadcast with
Facebook Live or add an
external link.



In Person

Get together with
people at a specific
location.



Event > Create Event

Event Details



National Capital Area Council, BSA

Host - Your Page

Event name

0/100



Start Date

Feb 24, 2023

Start Time

9:00 AM

+ End Date and Time

Recurring Event



Privacy

Public

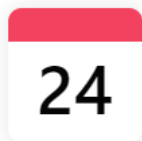
Anyone on or off Facebook

Description

Back

Next

Desktop Preview



FRIDAY, FEBRUARY 24, 2023 AT 9:00 AM EST

Event name

Location

About

Interested

Going

Invite

Details



Public · Anyone on or off Facebook

No details yet

Guests

See All

0

GOING

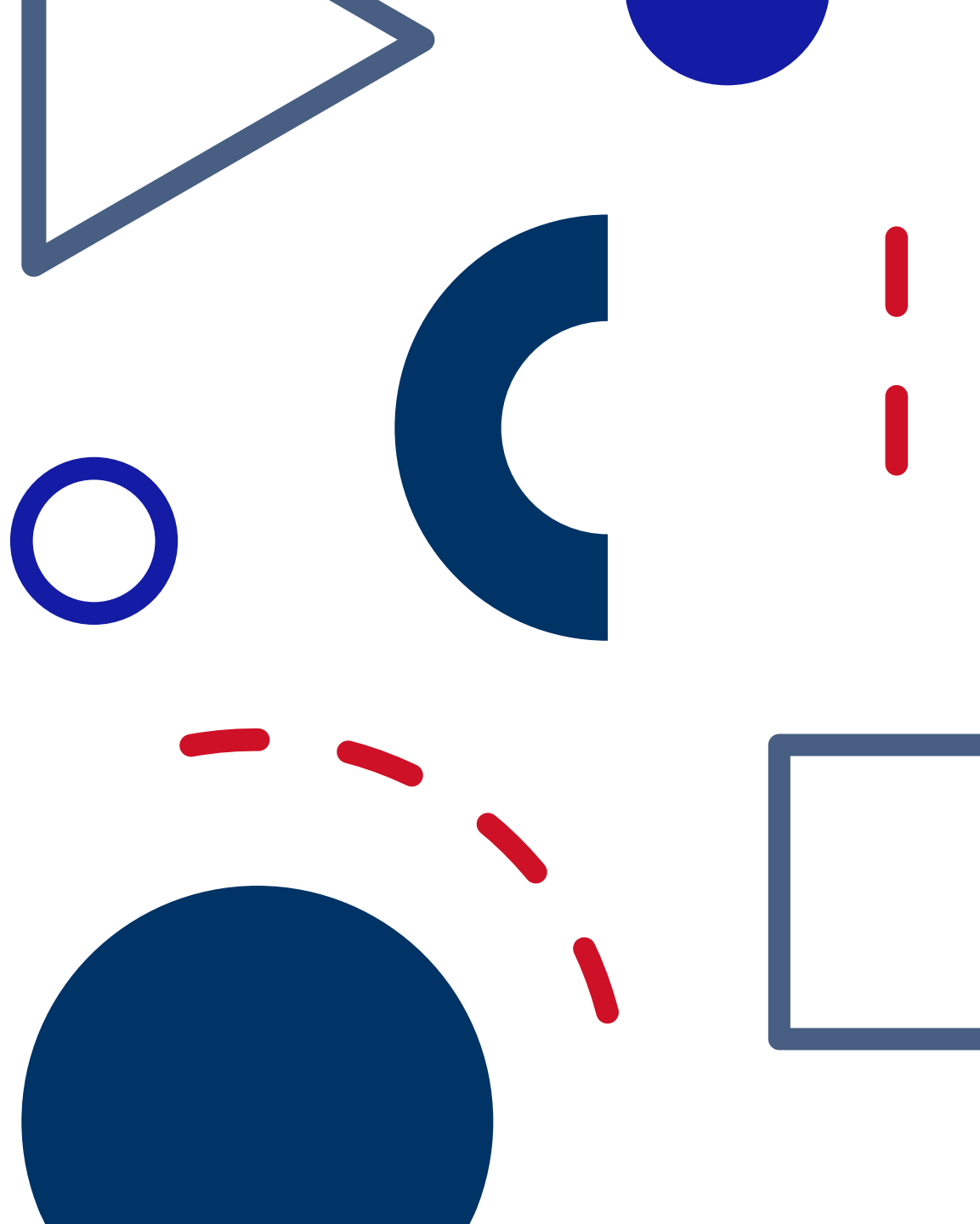
0

INTERESTED

Meet Your Host




Graphic Design Using Canva



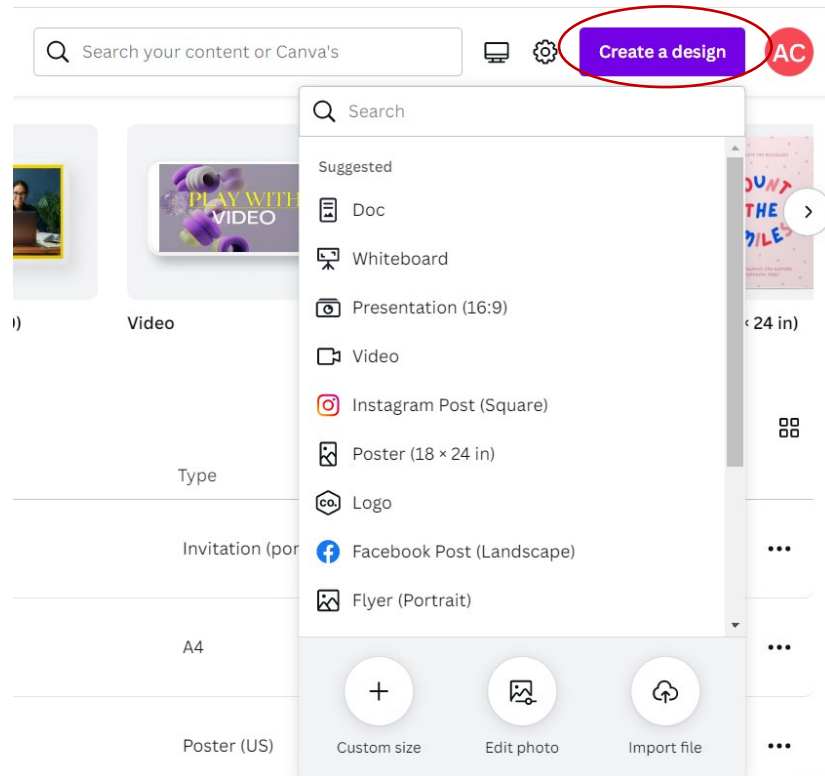


Canva Tutorial

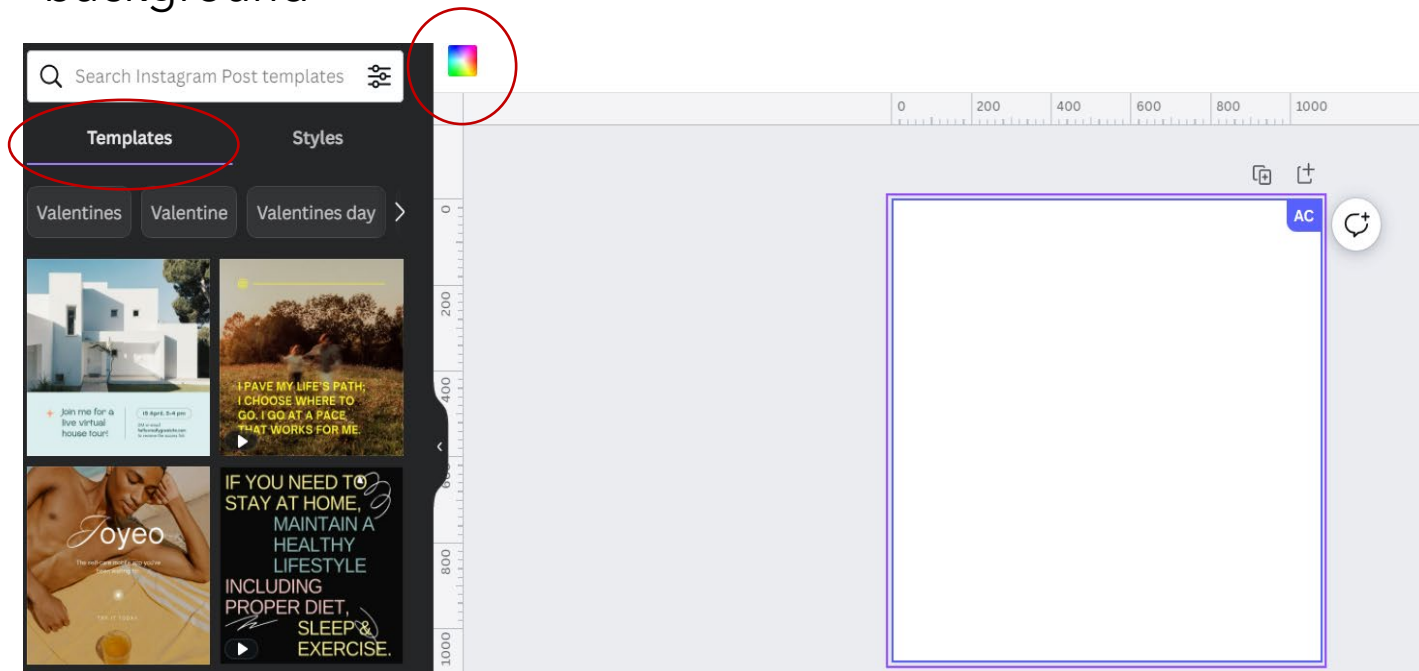
- Create New Post
 - Use Free Templates or start from scratch
 - Text Box
 - Uploading Pictures
 - Resizing
 - Canva Elements
 - Color Codes
- 

Design Steps

Step 1: Press "Create a design" and choose size/formatting

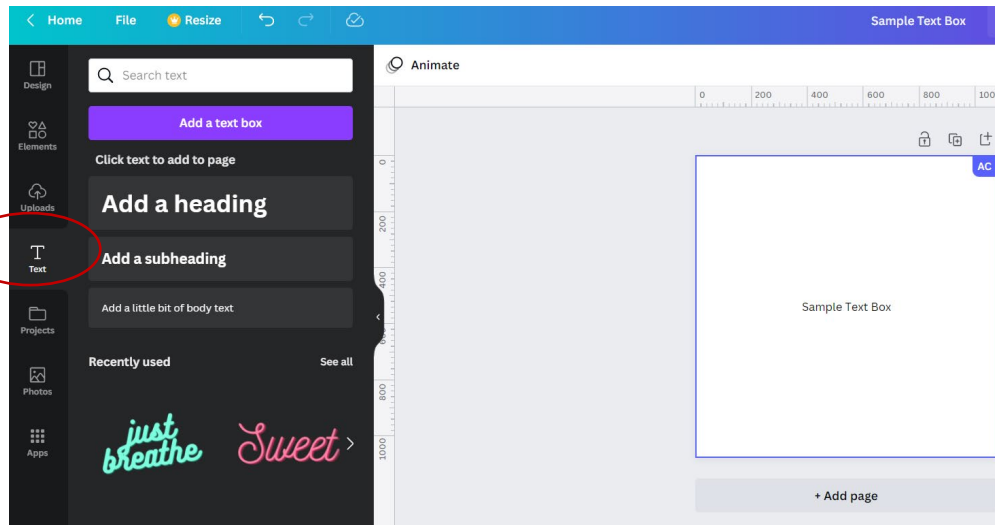


Step 2: Use Premade Template or start from scratch starting with a background

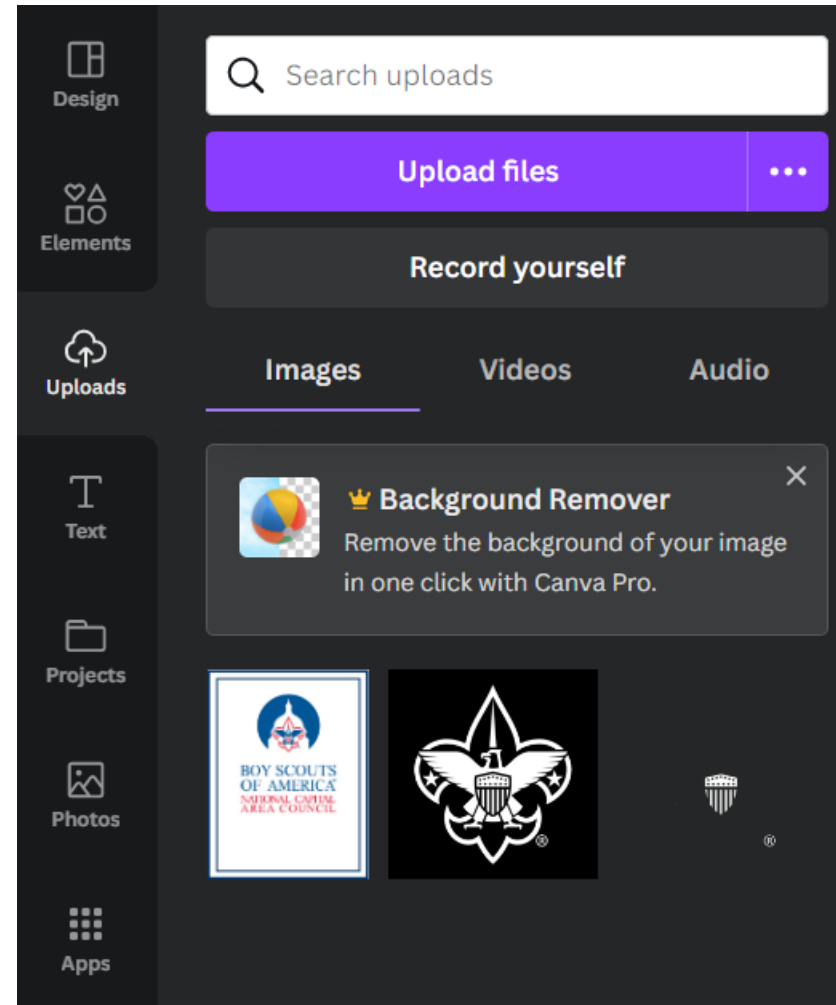


Design Steps

Step 3: Create Textbox and Choose Font



Step 4: Uploading Images to Canva for Graphics or Resizing



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

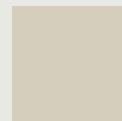
RGB: 206, 17, 38



Scouting America Blue

HEX: #003F87

RGB: 0, 63, 135



Scouting America Tan

HEX: #D6CEBD

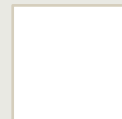
RGB: 214, 206, 189



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

Helvetica Neue LT Std 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Example: **Prepared. For Life.**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.



NCAC's Blogsite WeOwnAdventure



WE OWN ADVENTURE

SCOUTING AMERICA NATIONAL CAPITAL AREA COUNCIL



WE OWN ADVENTURE

SCOUTING AMERICA NATIONAL CAPITAL AREA COUNCIL

[Home](#)[Newsletters](#)[Sponsorship Opportunities](#)[Sport Adventures](#)[Submit Your News](#)[Be an Influencer!](#)[National Capital Area Council BSA Main Site](#)

NCAC Scouts Honor Former President Carter

On January 7, 2025, NCAC Scouts and leaders from Troop 500, Troop 544, and Troop 98 in ... [\[Read More...\]](#)



**Enhancing Be
the Good Food
Project's**



**Inspiring
Students at
Newton-Lee**



**Providing 100
Meals of
Fettuccine to the**



**Shelves and
Supplies Help
Children at a**




**Building a
Memorial for a
Fallen Scout**

Message Report - iContact

Submit Your News – We Own A

https://weownadventure.com/submit/



WE OWN ADVENTURE
SCOUTING AMERICA NATIONAL CAPITAL AREA COUNCIL

Home

Newsletters

Sponsorship Opportunities

Sport Adventures

Submit Your News

Be an Influencer!

National Capital Area Council BSA Main Site

Submit Your News

You've Got A Story To Tell...

So share it with us! Send us your travelogues, trail tales, and trip takes from a recent Unit outing, and we may publish it here. We want to learn about every Unit service project and every Eagle Scout project. And don't forget to tell us who took the pictures.

Your Name

Your Name

Your Email

Your Email

Post Title

Post Title

Briefly tell us who you are

Briefly tell us who you are

1 + 1 =

Antisnamp Question

Search this website ...

NCAC Social Media

f

Archives

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[May 2024](#)

[April 2024](#)

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WeOwnAdventure

- ❑ How to submit a post
- ❑ WeOwnAdventure posts should include:
 - Minimum of 2-3 high quality pictures
 - Who? What? When?Where?Why?
 - At least (2-3 paragraphs)
- ❑ Get one article submission every notable event

- **Personal experience stories**
- **Featured training stories**
- **Photos from the event**



Q&A