

Scouting America

Alamo Area Council



583

Social Media Tool Kit
Boy Scouts of America, Alamo Area Council, Inc



583's DISCOVER YOUR PATH CAMPAIGN

This year, the Alamo Area Council (583) will continue to live the Scout Oath and Law, and invite youth in our area to discover the adventure Scouting provides.

In Scouting, we believe that our families are the best advocates for the youth in our community. Scout parents have an opportunity to make a difference in the life of a child, shape their character, inspire them to lead, and to empower them to be the best versions of themselves.

The following promotion guide can help you promote and share what Scouting has done for your family:



583's MEDIA TOOL KIT

Please post a picture of your Scout's adventures on social media between Monday and Friday and reference the following:

- Be sure to tag the Alamo Area Council in the social media post you make:

Facebook @AlamoAreaBSA

Instagram @AlamoAreaBSA1

- The best pictures are those of Scouts engaged in an activity wearing their field or activity uniform.
- Please use #ThisIsScoutingInSA and #BSA
- If you choose to use some of the sample copy below, be sure the tags work or we won't be able to see, share, or like your posts.



583's MEDIA TOOL KIT

Provided are a few examples of copy that may be used across social media posting:

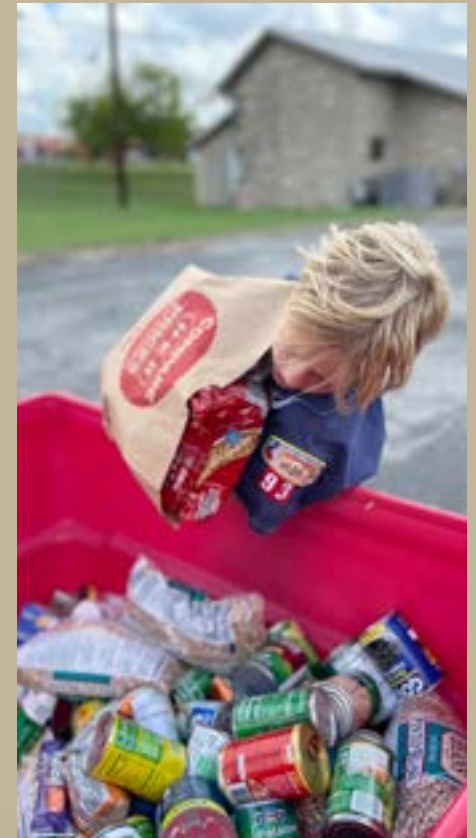
- Scouting isn't just about earning badges, it's about fostering a sense of community and responsibility. Grateful for the values my child is learning through Scouting. #ThisIsScoutingInSA #BSA
- Exploring nature, building friendships, and serving the community together – that's what Scouts is all about. So grateful for the adventures it brings into our family's life! #ThisIsScoutingInSA #BSA
- In a world that can sometimes feel disconnected, Scouting brings families and communities together. Grateful for the bonds we've formed and the adventures we've shared. Proud to be a #BSA family. #ThisIsScoutingInSA
- Scouting isn't just about the adventures we embark on, but the values we instill in our children – integrity, respect, and kindness. Proud to be a Scout parent! #ThisIsScoutingInSA #BSA
- As a Scout parent, I've seen firsthand the sense of belonging and purpose scouting brings into my child's life. It's more than a club, it's a supportive community where kids thrive! #ThisIsScoutingInSA #BSA

Social Media Story

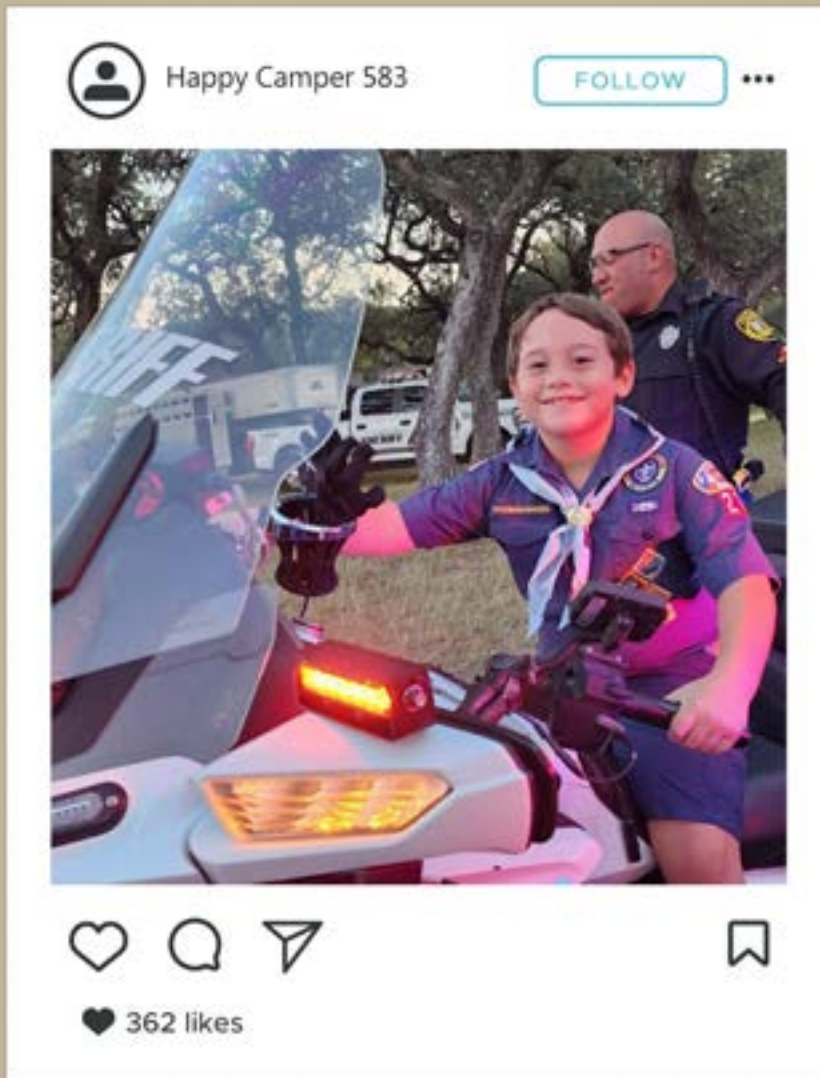


Social media story ideas:

- show Scouting in action as a video!
- show some of the awards your Scout has earned
- engage the audience with a “swipe to salute!”



Social Media Post



Instagram story ideas:

- close up of a project
- a photo taken at summer camp
- a well earned accomplishment



Questions?

Connect with us
growth@AlamoAreaBSA.org

