Project WêMôn

Scouts
Ynys Môn
Anglesey

A Guide To Social Media

#ScoutsMon
#SgowtiaidMôn
#SkillsForLife
#SgiliauAmFywyd

Contents

What is where?

Introduction

What is this all about?!

Why did we write this guide?

Social Media offers many benefits, and pitfalls, to an organisation such as the Scouts. Social media platforms are generally easy to use but in order to use them well takes thought, co-ordination and discipline. The purpose of this guide is to show volunteers how to achieve this by following a simple and easy to understand approach.

How should the guide be used?

Each section to this guide has an overview of the topic so that you can understand the intention, then there is an illustration of how it was implemented for ScoutsMôn.

This project has been undertaken in with this Guide to ScoutsMon Social Media in partial fulfilment for our Scout Of the World Award.

We are developing the social media presence of ScoutsMon to benefit our overall goal of developing a sustainable recruitment strategy for Anglesey Scout District as outlined above.
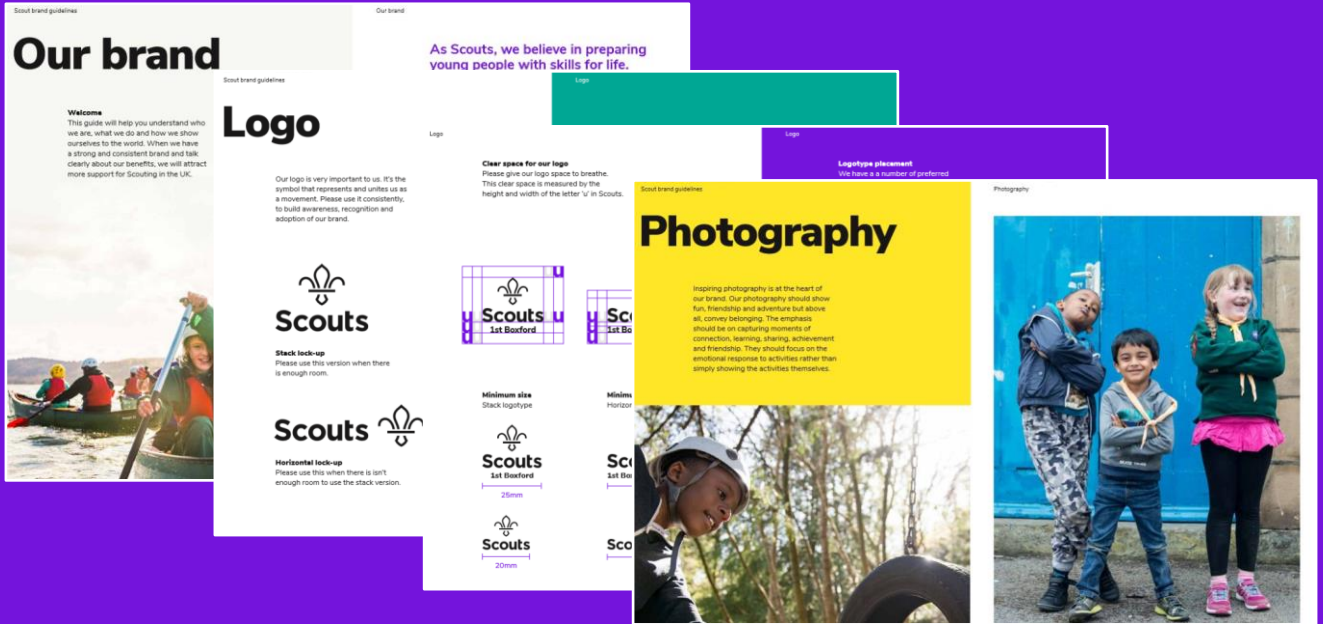
Branding I

Brand centre is your friend.

There is a lengthy document by The Scout Association detailing proper use of the Scouts brand but the most important pages for us are colours and font (or "typography" if we're being fancy).

The full document can be found at Brand Centre but here are the key parts.

scoutsbrand.org.uk/

Colours

These are the colours (in addition to black and white obviously) used in Scout Brand and Scouts Red is the official colour for ScoutsCymru.

Scouts Purple RGB r116 g20 b220	**Scout Teal** RGB r0 g167 b148	**Scouts Green** RGB r35 g169 b80	**Scouts Blue** RGB r0 g110 b224
Scouts Red RGB r226 g46 b18	**Scouts Pink** RGB r255 g180 b229	**Scouts Navy** RGB r0 g58 b130	**Scouts Yellow** RGB r255 g230 b39

Branding II
Brand centre is your friend.

Fonts
The Scout brand font is Nunito Sans, a free font from Google available at the link below. It is easily downloaded, installed and used across all programmes.
fonts.google.com/specimen/Nunito+Sans

Black for headlines and hashtags

Extra Bold for local personalisation within our logotypes

### Regular for body text when on a solid colour background

Light can be used for body text when on a white background

Logos
There are logo generators on Brand Centre to do (almost) all the hardwork for you. Just head to Brand Centre and click "Logos" on the right hand side. You can do this for The Scout Association logos, for your section logos, and more.

Scouts
Ynys Môn
Anglesey

EXPLORERS
DeMôn ESU

BEAVERS
CUBS
SCOUTS

You can also download images of the badges, templates, flyers (the digital versions of are free!), animations and videos, and so much more
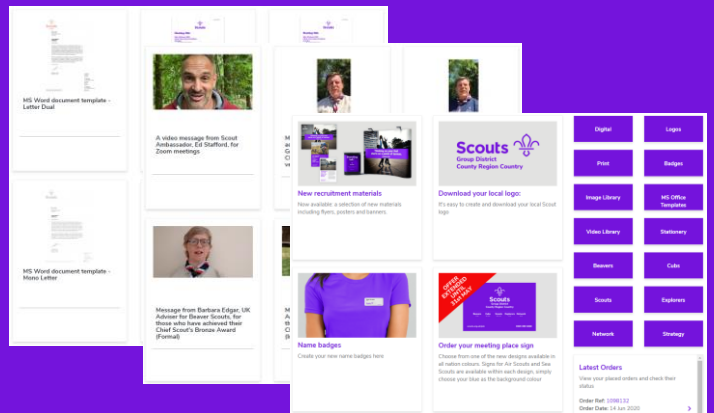
Remember, you can find Brand Centre at...
scoutsbrand.org.uk/

Introducing Social Media I

Differences between social medias.

Instagram:

- You have to post pictures on Instagram, so it's really important to think of the quality of the picture and how it will look on the platform (be aware that Instagram will sometimes crop photos that are too big – Hootsuite will help you more with this).
- You can post long captions on Instagram, but it lends itself better to short captions with the photos.
- A good place for using hashtags – use as many as you can (without going overboard)
- Keep on top of how many followers you have, but also who you are following – make sure you follow local people/businesses and other Scouting profiles. If you follow others, they may follow you back.
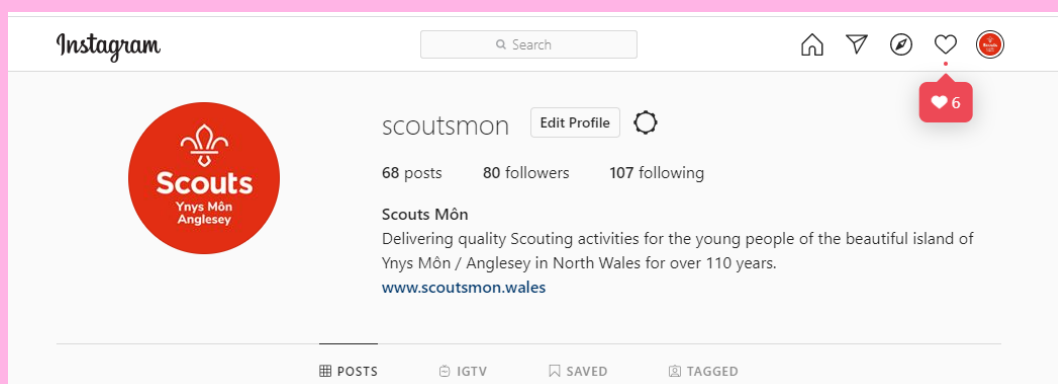
Twitter:

- We have 2 Twitter accounts – Welsh (@SgowtiaidMon) and English (@ScoutsMon) so you will need to do 2 seperate posts on each of the accounts (but don't post Welsh posts on the English account or vice versa).
- Pictures work excellently here – Twitter has a strict 280 character limit and you know what they say about a picture saying 1000 words.
- Tag people on twitter – it works really well.
- Keep on top of your followers and the people you are following – and do the same for Instagram!
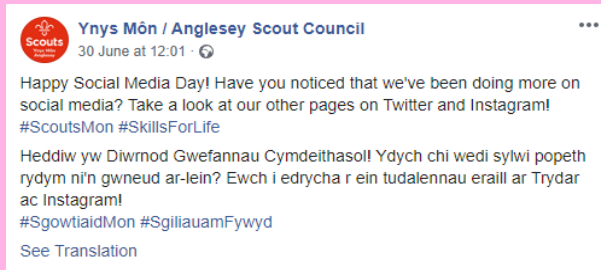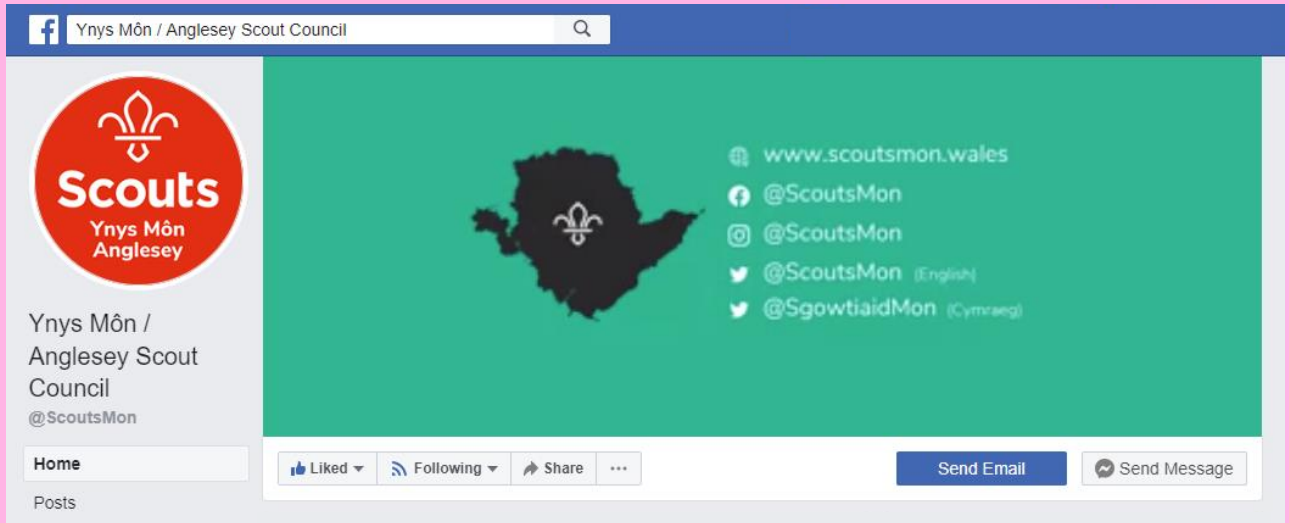
Introducing Social Media II

Differences between social medias.

Facebook:
- Long posts can work on Facebook, but we would still recommend only posting long posts when they're really necessary
- Pictures can work really well, especially with a bilingual caption to go with it
- Tagging people works really well on Facebook, so it's a good idea to utilise this (e.g. if you're posting some photos of a scout group, try and tag their page so that parents will be able to see the photos)
- Tends to be more popular with older people (such as parents and leaders)

Introducing Social Media III

Types of social media accounts.

Facebook continued...
Differences between Groups and Pages

Group	Page
Tends to be more private	Everything that's posted will be public
Only members of the group can see posts, unless a member shares it	Anyone who's liked or followed your page can see your posts
Most Scout groups will have their own Private Groups on Facebook – this means that parents have to request to be added to the group (this way leaders can control who sees the posts and it's generally safer)	Districts tend to have pages to share what groups have been doing in the District. This means the posts are more public so you would need permission from the Group admin to share a post (especially if it includes a young person's photo)
Anyone can usually post in a group unless the admin (the person who generally runs posts etc) has changed the settings meaning only certain people can post	Only certain people can post in a page – these tend to be either admins or editors so they have full control over how the District is represented online
You join a group, meaning you can see all posts that happen within the group	You like and follow a Page – you can choose not to follow a page on Facebook, but you can still like it (meaning you have the option to see posts, but they don't always appear in your news feed)
People can easily find the Group, but admins don't need to accept them if they aren't sure who they are or weren't expecting new members. This is why it's safer for Scout Groups/Sections, but you still need to be aware that posting anything including young people needs permission, even if it's in a private Group	Anyone can find a page on Facebook – this means that anyone can find your posts. You don't need to request to like or follow a page because of how public it is, but this does come with responsibility over posts
Shouldn't be used for advertising purposes so you can't boost who sees your post. It's main purpose should be sharing information and photos for parents, not promoting the organisation	You can use a page for advertising purposes – you are able to pay to boost the amount of people that see your post and use your posts as adverts to promote your organisation

Introducing Social Media IV

Stories, #'s and @'s.

Stories:
- Really quick and easy way to share small amounts of information
- This could be encouraging people to look at your most recent post or to remind people of something
- You can use interactive content, such as polls or getting people to ask you questions
- Stories do have a time limit, so the 'post' needs to be easy to understand and quick to read
- Instagram and Facebook have stories, but not everything is the same with both – the interactive content changes on both platforms:
    - Instagram – polls, questions, stickers, countdowns, buttons
    - Facebook – different buttons and some stickers
- Instagram lends itself better to the use of stories and there is an option to post one thing to both Facebook and Instagram stories through the Instagram app, but this means that interactive content may not work on both (e.g. Countdowns will work on Instagram, but not on Facebook)

Example of an Instagram Story

#'s and @'s:
- @ - mentioning another account. This means the person running this account will get a notification that they have been mentioned and they can then like, share, or comment on your post. This is a really good idea to use if you're posting about a famous person or ambassador (for example their birthday) and usually they will share your post. This means some good publicity for you. Facebook is particularly good for this.
- # - hashtags are used when mentioning certain activities or phrases, for example we use #SkillsForLife with Scouting. This means that if anyone searches for that particular hashtag our post appears. Instagram and Twitter lend itself to these, so use as many as you can in these posts but ensure that they're relevant and don't go overboard. Your post shouldn't primarily consist of hashtags and nothing else

#ScoutsMon   #SgowtiaidMon
#SkillsForLife   #SgiliauAmFywyd

Blog to Social Media I

How to turn your Blog into a Social Media post.

Step 1:
- Think about what's going to go in your blog post (it's easier to start with the blog because it's longer and you can put more in it).
- Remember to include photos to break up the writing and make it easier for people to read.

Step 2:
- Publish your blog post – put it on the website and make sure it looks how you wanted it to (things can always be changed if you aren't happy).
- It's a bit too long for Social Media, but we can cut it down.

Scouts

Llanfairpwll Scouts have also been having weekly Zoom meetings and have been very busy with fun Scouting acitvities. They enjoyed taking part in a virtual camp at the end of April, as well as a virtual campfire in May where the Scouts played music and even did some outdoor cooking. They have also drawn self portraits, re-created famous paintings, made collages of the area they live in and 3 new Scouts have even been invested over Zoom.

Scouting may not be the same as before lockdown, but our groups really are making the best out of the situation. Thank you to their leaders for the fantastic online meetings, and although we hope to get back to normal Scouting soon it's brilliant to see our young people still being involved with weekly Scouting activities.
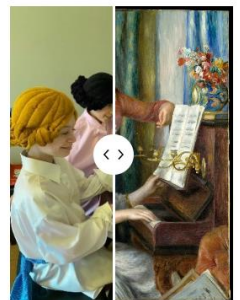
A virtual campfire for Llanfairpwll Scouts

This is the original blog post on our website
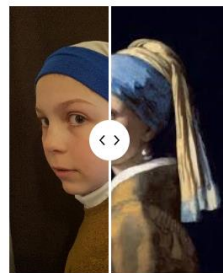
Girl with a Pearl Earring, Vermeer

Girls At The Piano, Renoir

www.scoutsmon.wales
@ScoutsMon
@monscouts
@MonScouts (English)
@SgowtiaidMon (Cymraeg)

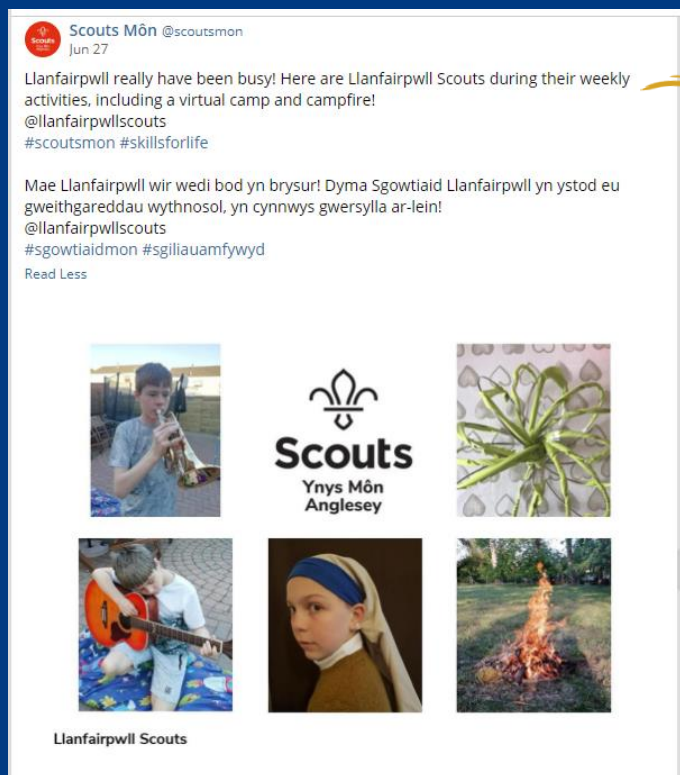Posted in blog

Blog to Social Media II

How to turn your Blog into a Social Media post.

Step 3:

- This is where you'll start generating your posts for social media.
- Look through your blog post and make a note of all of the important points – you won't need them all for social media, but some of the posts will be able to be longer than others (depending on the platform).
- A social media post should be a very condensed version of your blog post, only mentioning the most important points.

Step 4:

- Either post or schedule your post using Hootsuite (or anything else you find is helpful for scheduling posts).
- Remember to use the same photos as the blog post.
- It's also worth putting a link to the blog post in the social media post so that people have the option to read the whole thing if they want to.

Scouts Môn @scoutsmon
Jun 27

Llanfairpwll really have been busy! Here are Llanfairpwll Scouts during their weekly activities, including a virtual camp and campfire!
@llanfairpwllscouts
#scoutsmon #skillsforlife

Mae Llanfairpwll wir wedi bod yn brysur! Dyma Sgowtiaid Llanfairpwll yn ystod eu gweithgareddau wythnosol, yn cynnwys gwersylla ar-lein!
@llanfairpwllscouts
#sgowtiaidmon #sgiliauamfywyd
Read Less

Scouts Ynys Môn Anglesey

Llanfairpwll Scouts

To post it on Social Media, we cut out most of the long sentences and just listed the activities they did, as well as adding more photos – photos are a really good tool for Social Media!

Remember: Some social media posts need to be shorter than others depending on what platform your posting on so always try and make the posts as short as possible – a post that's too short is better than a post that's too long

Making content I

The types of content posted by ScoutsMon.

What works?

- Visual content works really well on Social Media and it tends to get more interaction from people.
- People are busy so it's good to keep this in mind when planning and writing your posts – shorter posts with some visual content tend to get more interaction than really long posts with no visual content.
- Posts need to be relevant to our cause. It's really important to post about/share posts from people like Scouts Cymru; Scouts UK and the Scout Ambassadors.
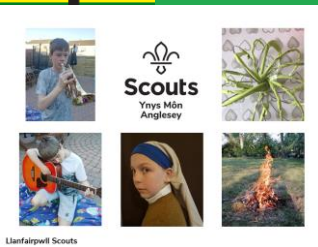
- If you get sent photos from groups in the District, post them – parents like to see their children being featured (with their permission – don't post any photos of young people without parental consent) and other members of the district like to see what other groups/sections have been doing.
- Post regularly, people will get used to seeing our posts especially if you keep some posts similar every week (e.g. Fun Fact Friday).
- "Competitions are like crack" – they tend to get a lot of interaction and could draw more people to your pages. Prizes can be really simple and they're really easy to run.
- If a certain type of post stops getting interaction from people, change what you're doing. The same things aren't going to work forever and it's important to keep up to date with the latest online trends. Use the analytics from Hootsuite, more on this later...

Making content II

The types of content posted by ScoutsMon.

What doesn't work?
- People don't generally want to read really long posts, so try to keep them as short as possible
- Newsletters are time ineffective: They don't tend to get read, are a lot of effort to make and the same content in smaller chunks on social media is more interacted with.
- Post frequently, but don't post too often. Too many posts and people won't see them and they won't want to follow your page
  - But different social medias work differently. Twitter is chronological and your Tweets can get lost in the deluge so more frequently here is better. However, Facebook works algorithmically, well performing posts are much more likely to be shown to users than frequent ill-performing ones.

What to be aware of:
- Asking leaders for photos and videos is a really easy way to create content, but it can take time. Getting people to remember to send you their photos can be difficult so don't solely rely on other people's photos for your content.
- Everything needs to be blingual – we've found that putting the Welsh first and the English second worked better for our posts.
- Ensure your Welsh translations are correct – if you aren't Welsh speaking, ask someone who is and then put it through a Welsh spell checker before posting (Cysill is one of the best).

Making content III

The types of content posted by ScoutsMon.

Do's:

- Generate social media posts from blog posts on the website – these can be a really easy win when it comes to generating content. More on this later…
- Use brand centre as much as you can – it'll match what other online Scouting pages are doing, looks proffesional and is on brand.
- Follow other successful online Scout pages – these will help you see what sort of posts are successful and learn from what they do well.
- Try and be aware of the latest online trends – if there is a 'challenge' that would be appropriate for Scouts to take part in it could be good to get groups involved in them for you then to post on the District social media pages.

Don'ts:

- Post photos of young people without permission from parents.
- Post anything that isn't relevant to your cause.
- Post anything that could be deemed as inappropriate, such as memes – they can be funny but sometimes aren't appropriate to be sharing from a District page. These could be best to avoid.
- Post too often – people will get bored quickly and stop following your page.
- Stick to the same types of posts – you will need to change tactics when something stops working. The same thing isn't going to have the same effect forever and you need to change with the times and post what is relevant today so as not to seem old fashioned.
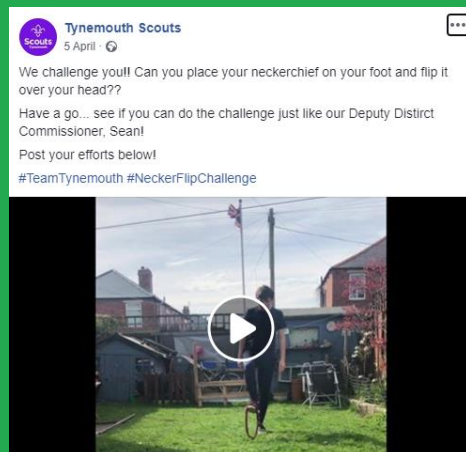
Join in larger campaigns, it helps to grow your audience and be more discoverable!

This meme might be funny, but is it appropriate for a District page to post?

Although Scouts Red is the ScoutsCymru branding, don't overdo it, mix it up a bit!

Making content IV

The types of content posted by ScoutsMon.

Videos:

- We haven't experimented much with them, but they have been suggested to us as good visual content
- They can be a really good form of content that explains itself – you wouldn't need to write a long post to go alongside it so they can be especially good when you're limited by a really small character count
- They need to be relatively short, no longer than 1 minute 30 seconds, otherwise people will lose interest and not want to interact with your post further (it may cost you people sharing your post)
- Make sure your videos are relevant – they can be of Scouting activities in the district or of big events the district are hosting, but the rule for other visual content also applies for videos; if there's no point to the post, don't post it
- Brand Centre have usually got a fair few ready-made videos that they have made for social media. Making use of these is always good, but be careful not too post these too often – the people seeing your posts want to see what's happening in our district, but occasionally it's good to use some of their videos (especially if you're struggling for content)

ScoutsCymru...
ein peth ni...yw...

Brand centre has a variety of videos. They are professionally made and they can look good amongst your own videos.

This is the '3 Questions With....' video idea we had – we thought it might be a good way for people to get to know leaders and Scouts on the Island – these could be great if you're running a digital badge over social media and you have a leader with expertise in that area, to get to know people in your district and is something personal to add to your page

Three questions
with Ben Exton

#ThreeQuestionsWith
#ScoutsMon
#SgowtiaidMôn

Scouts
Ynys Môn
Anglesey

Posting and managing content I

An introduction to Hootsuite.

What is Hootsuite?

- Hootsuite is a website that allows you to schedule posts on your social media platforms (all of ours have been linked to our account).
- It makes posting content so much easier because it can all be done in one place with one interface – you don't have to log in to lots of different websites at once.
- Discounted accounts for charities are available so be sure to apply for one.
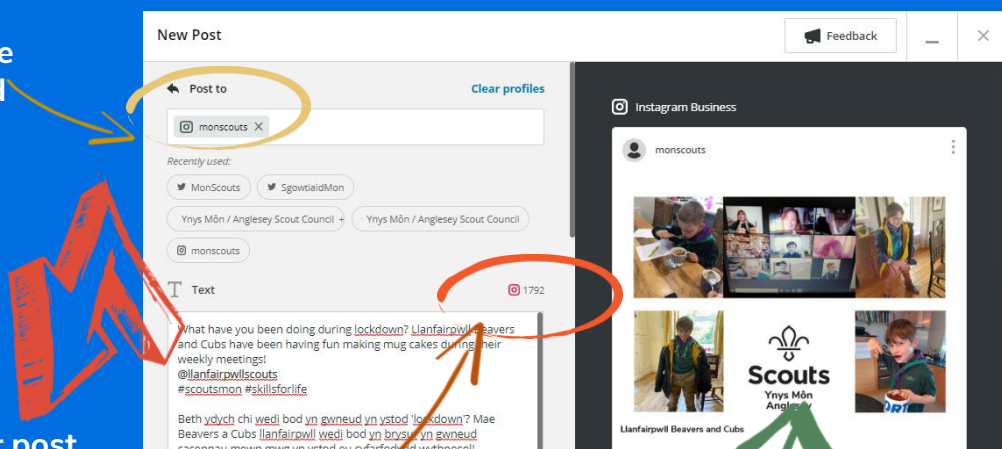

Start writing a post here
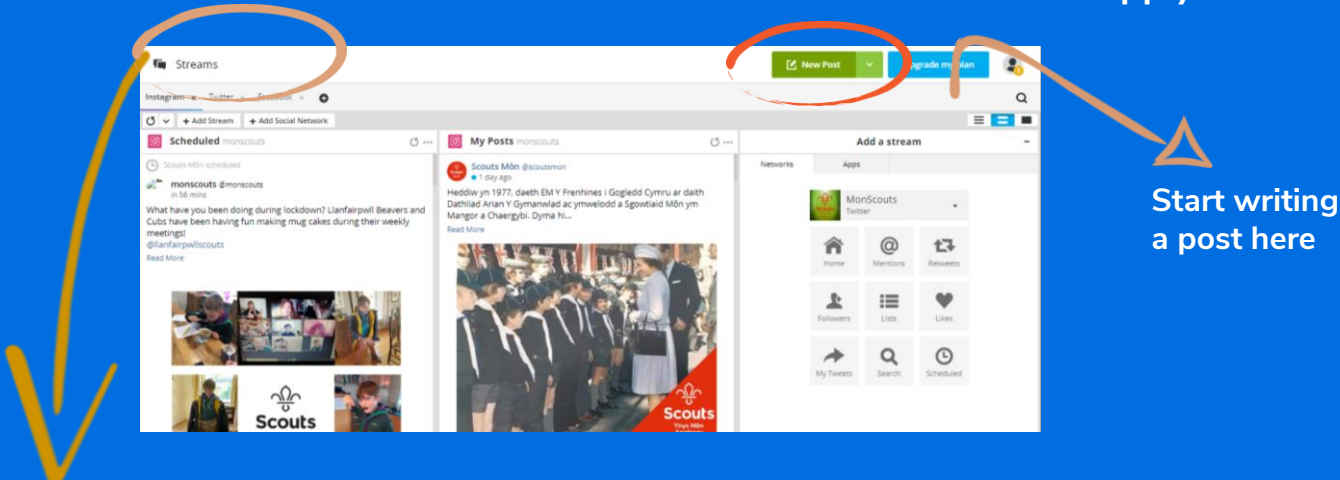
Streams

- There's one for each Social Media platform – you can see posts after they have been published and scheduled posts (so that you can edit and change them if needs be)

Posting on Hootsuite...

Choose which platform to post to (you can choose multiple i.e. Facebook and Instagram.)

Text for your post

Character count
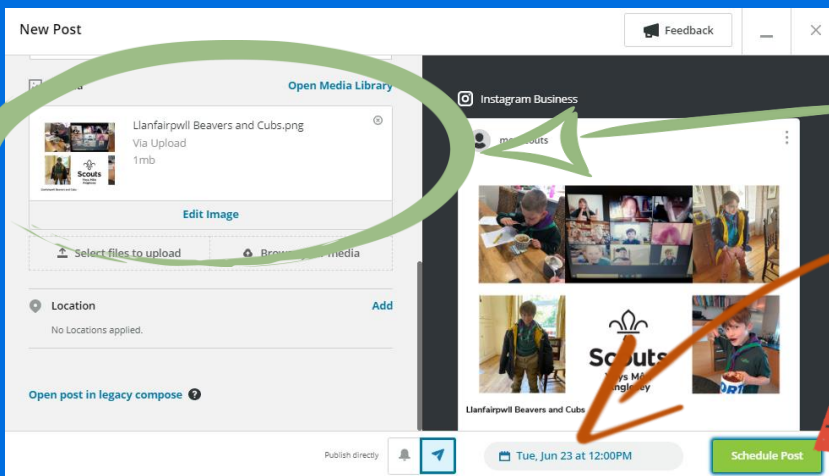*(Note: It is different for different social medias).*

Post preview

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Posting and managing content II
Some more on Hootsuite.

Posting on Hootsuite Continued...

Insert photos or videos

If you would like to schedule a post, choose a date and time

Finish scheduling your post

Getting used to Hootsuite:
- Hootsuite can be really easy to use, once you know how to use it. You will need to have a trial run before you start properly posting anything, once you know Hootsuite and how it works it becomes much easier.
- At first it will take a while to write posts, because you'll be getting used to how Hootsuite works. You will soon get used to being able to post on multiple platforms at the same time and tailoring posts to fit different social media platforms.
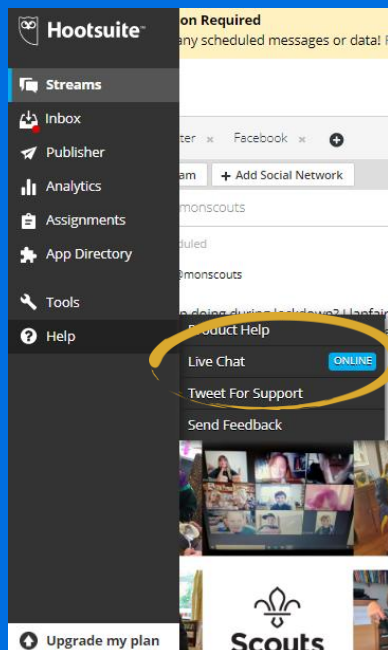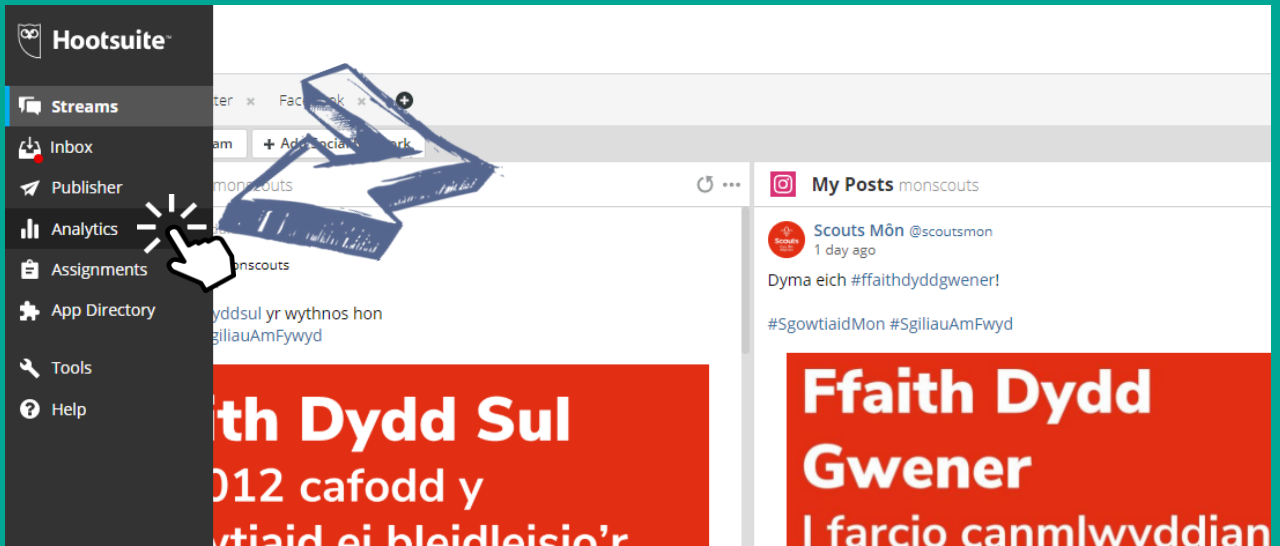

Go here for help!

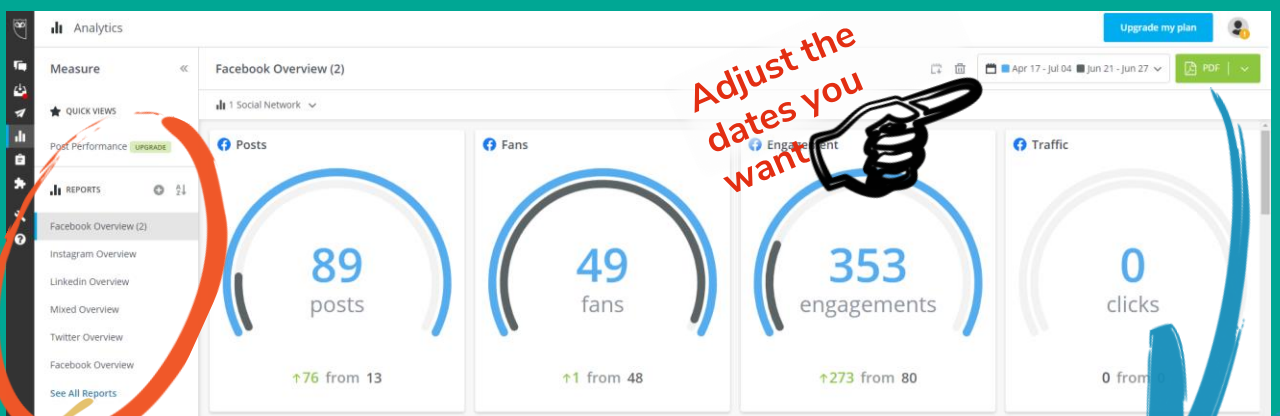# Analytics I

Using Hootsuite tools to measure growth and success of posts.

Getting to your analytics
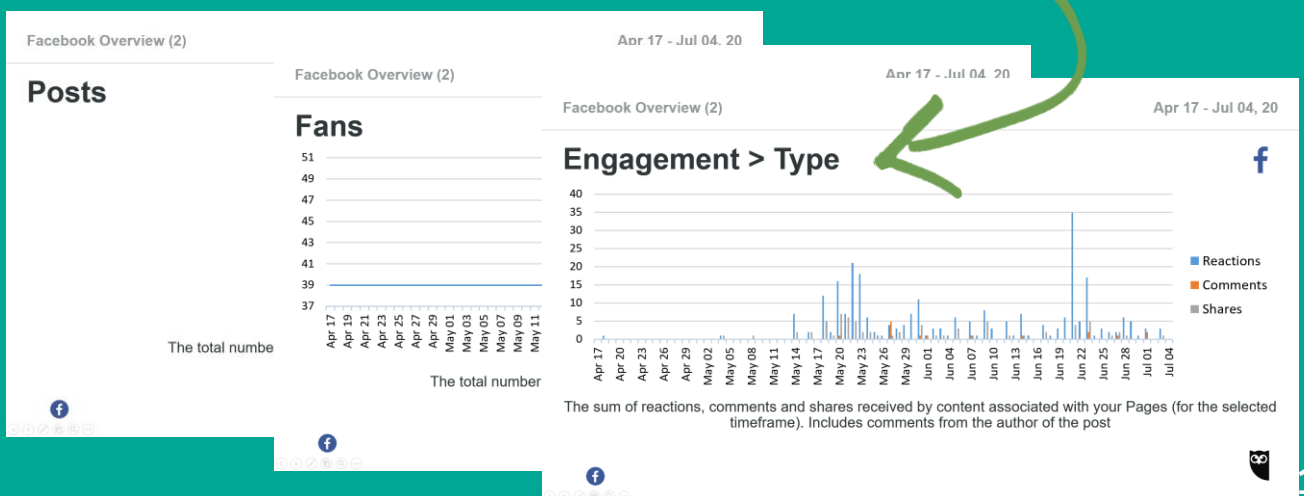

Viewing and downloading your analytics

Adjust the dates you want

Access your different social medias are here

You can download your various analytics as a PowerPoint here
And it will give you useful slides like this:

Analytics II

Facebook via Hootsuite: An example.

We've tended to post between 1 and 3 posts a day, but sometimes more

Posts

6
5
4
3
2
1
0

Apr 17 Apr 20 Apr 23 Apr 26 Apr 29 May 02 May 05 May 08 May 11 May 14 May 17 May 20 May 23 May 26 May 29 Jun 01 Jun 04 Jun 07 Jun 10 Jun 13 Jun 16 Jun 19 Jun 22 Jun 25 Jun 28 Jul 01 Jul 04

Page likes

51
49
47
45
43
41
39
37

Apr 17 Apr 20 Apr 23 Apr 26 Apr 29 May 02 May 05 May 08 May 11 May 14 May 17 May 20 May 23 May 26 May 29 Jun 01 Jun 04 Jun 07 Jun 10 Jun 13 Jun 16 Jun 19 Jun 22 Jun 25 Jun 28 Jul 01 Jul 04

General increase in page interest

May 12th
We started posting social media content regularly

People "unliking" or "unfollowing" can be helpful indicators that you need to change up what you're doing. Take it as an opportunity to learn not to get downhearted.
Note: A loss of one or two followers over a couple of months on its own is not sufficient to suggest you need to change the content.

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Tips

The top-tips we picked up from interviews and our research.

- Remember that everything needs to be bilingual and that tranlsations need to be right.
- Post to more than one platform at a time – it'll make your life easier and reach more people
- Hootsuite has a live chat function if you need help. There is also a help website if the live chat doesn't give you the help you need.
- Keep an eye on how many people you have following you – you can use the Hootsuite analytics or look at the site itself (for example, Instagram will show you how many people you have following you). This way you can work on how to increase the number of people following you and you'll be able to see what posts people interact with better.
- Have a bank of hashtags that you can use with everything, and then you can add more for other posts. Good ones to keep in mind are:
    - #ScoutsMon
    - #SgowtiaidMon *(welsh)*
    - #SkillsForLife
    - #SgiliauAmFywyd *(welsh)*
- If branding changes, remember to change the social media profile pictures and cover photos/video. This will mean that you will keep up to date with the national branding for Scouting and our pages won't run the risk of looking old fashioned or out of date.

Resources

Useful resources to help you with ScoutsMon Social Media.

- Brand centre (scoutsbrand.org.uk/)
- ScoutsCymru & other similar social medias
- Free stock images/graphics: PixaBay, FreePic, UnSplash
- Royalty free music: Filmstro, Free Music Archive, Dig.ccMixter
- How to make 64 pieces of content in a day, by Gray Vee

Appendix 1 – Our Strategy

Why we decided to take to the internet.

Objective:

Scouting on Anglesey is incorrectly perceived as an old fashioned, middle class, English, dying organisation. We aim to change this perception and, by doing this, increase the recruitment of young people and adult volunteers to Scouting

Approach (including Welsh Language):

- To use Social Media to help change this perception and thereby increasing our attractiveness to new youth members, new volunteers and generally within the community.
- Anglesey has a large Welsh speaking population, so we will ensure that all Social Media content is bilingual with a preference towards the Welsh language

Accounts to be used:

	Welsh	English
Instagram	@ScoutsMon	@ScoutsMon
Twitter	@SgowtiaidMon	@ScoutsMon
Facebook	Ynys Môn / Anglesey Scout Council	Ynys Môn / Anglesey Scout Council

Our tactics:

- Always post in Welsh, followed by the English translation
- Post and share content from our local District Scout groups
- Ensure that we share content posted by ScoutsCymru, the Scouts Association as well as Scouting Ambassadors
- Ensure that the majority of our content is of Scouts in our District

Appendix 1 – Our Strategy

Why we decided to take to the internet.

Posting:

Target/frequency: once a day to ensure we have a good presence on our pages.

Following: we will follow local businesses and people as well as accounts that are relevant to our cause but are not local to us, such as ScoutsCymru.

Sharing/retweeting: share any posts that our accounts are tagged in, as well as posts that are relevant to us from Scouting accounts and the local people/businesses we will follow.

Like: ensure that we like relevant pages to our cause as well as posts from the pages and local people we will follow.

Website:

Content that is posted to our Social Media profiles will also appear on our website. We will have a Social Media stream on our website as well as a Blog page. We will write Blog posts and generate Social Media posts from these.

Specific Considerations:

1. Avoid posting, retweeting or sharing too many English only posts.
2. Incorporate the modern 'flexible volunteering' ideology in our Social Media approach.
3. Adhere to the Scout Association branding, but being careful not to share too many 'generic' Scouting posts (we need to tailor our content to our audience)
4. Reuse or repurpose content wherever possible – we want to optimise the value of all content we produce as long as it is working and getting online interaction
5. Utilise everything Social Media platforms have to offer – make the most of everything being online and making sure that were getting the most out of Social Media platorms and their strengths

Appendix 2 – Your Strategy

How will you use Social Media?

Objective:

What is your objective? What are your aims? What are you trying to change or improve?

Approach:

How will you begin to use the online world? How will you utilise the Welsh language into your use of Social Media?

Accounts to be used:

Fill in the table with all of the Social Media accounts you will be using during your online approach. This will help you to keep track of where you need to post.

	Welsh	English
Instagram		
Twitter		
Facebook		

Your Tactics:

Do you have any particular tactics you would like to use? Think about how you can optimise your use of Social Media here, and what your priorities will be whilst using Social Media.

Appendix 2 – Your Strategy

How will you use Social Media?

Posting:

Target/frequency: *how often will you aim to post?*
Following: *who will you follow? Why will you follow them?*
Sharing/retweeting: *who's posts will you share? What sort of posts will you share? How will this benefit your cause?*
Like: *what posts/pages will you ensure to like?*

Website:

Do you have a website? How can you incorporate your use of Social Media on your wesbite? Is there a way for your website and Social Media platforms to have some similar content?

Specific Considerations:

What will be important for you specifically to consider before using Social Media? These will be different for everyone, depending on your District and where in the country you are, so really think about who your audience will be and what audience are you trying to reach.