

NOAC 2024

CU Boulder



SEEK NEW HEIGHTS

# Your Lodge and Social Media

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# Meet Your Trainer

- Ahoalan-Nachpikin Lodge
- Memphis, Tennessee
- I was eating in a restaurant in Brussels when they landed on the moon in July of 1969



Randall J.  
“Randy” Nelson



# Learning Objectives

- Objective 1:** Discuss available types of social media available to providing Lodge members for contacting target audiences.
- Objective 2:** List the types of Lodge events and activities that might benefit from the use of social media.
- Objective 3:** Explore the target audience(s) that can and should be reached by well-crafted social media content coming from the Lodge.
- Objective 4:** Define what guidance BSA offers regarding appropriate distribution of social media to Youth versus adult Lodge members.



Join at [menti.com](https://menti.com) | use code 6525 8821

 Mentimeter

# Some Assembly Require



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Proceed after  
joining at  
[menti.com](https://menti.com)



# 1. Social Media Available and Preferences

Join at [menti.com](https://menti.com) | use code 6525 8821

# Which Social Media do you prefer for promoting Lodge activities and events?

"X"  
(formerly  
Twitter)

Instagram

YouTube

Facebook

TikTok

WhatsApp

None of  
these

Responding is off

Results are hidden





## 2. Promotion of Activities and Events



# What are the Lodge activities and/or events that you might promote using social media?

focus bold leader  
creative  
fast transpiration  
inspiration

Responding is off

Results are hidden







# 3. Target Audience(s)

**Rank your target audience terms of importance when receiving promotions about Lodge activities and/or events.**

- 1st | Youth Lodge Members
- 2nd | Adult Lodge Members
- 3rd | Youth that aren't Lodge Members
- 4th | Adults that aren't Lodge Members
- 5th | General Public
- 6th | Professional Scouters

Responding is off

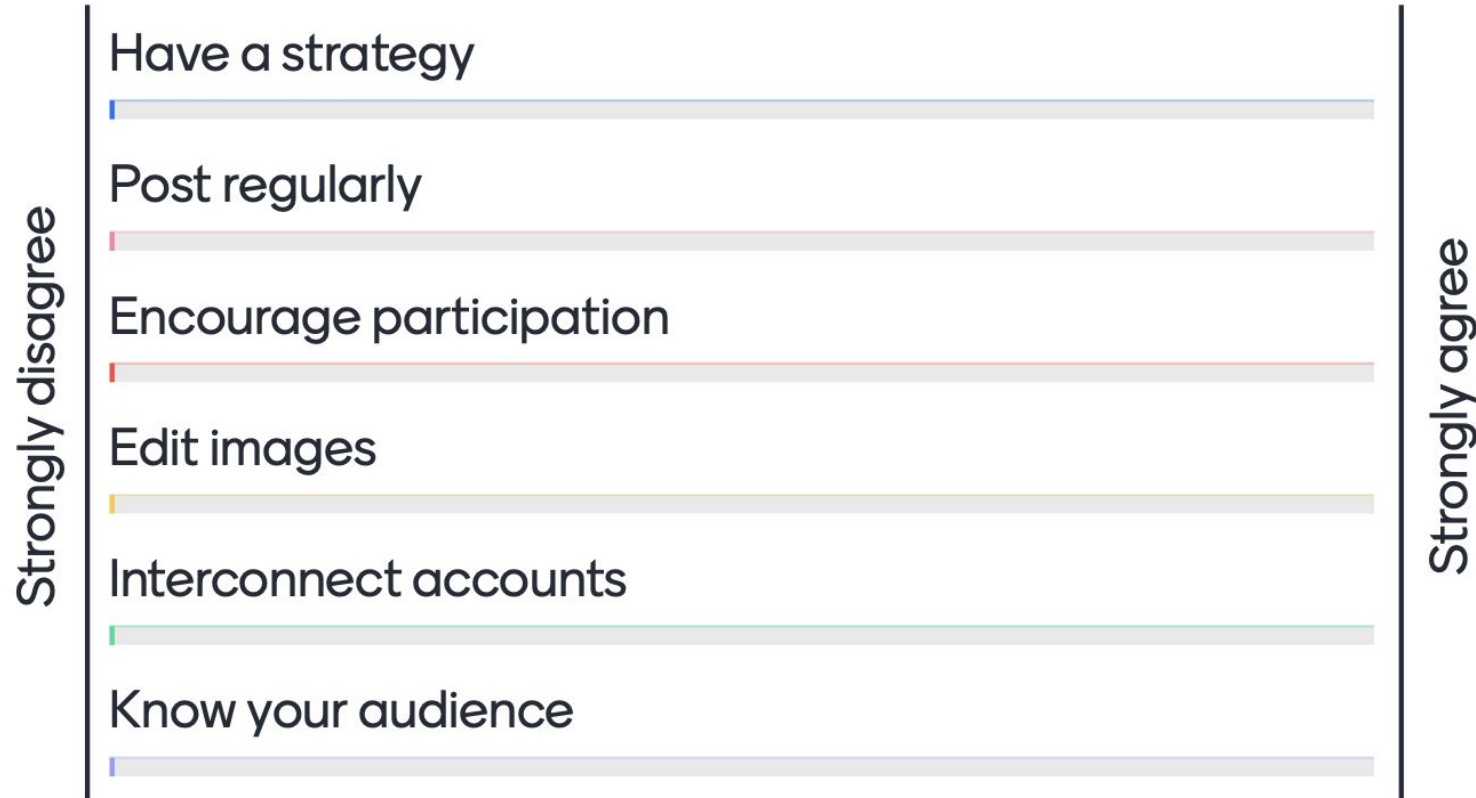
Results are hidden





# 4. BSA Guidelines on the Use of Social Media

# What are the important "DOs" regarding social media?

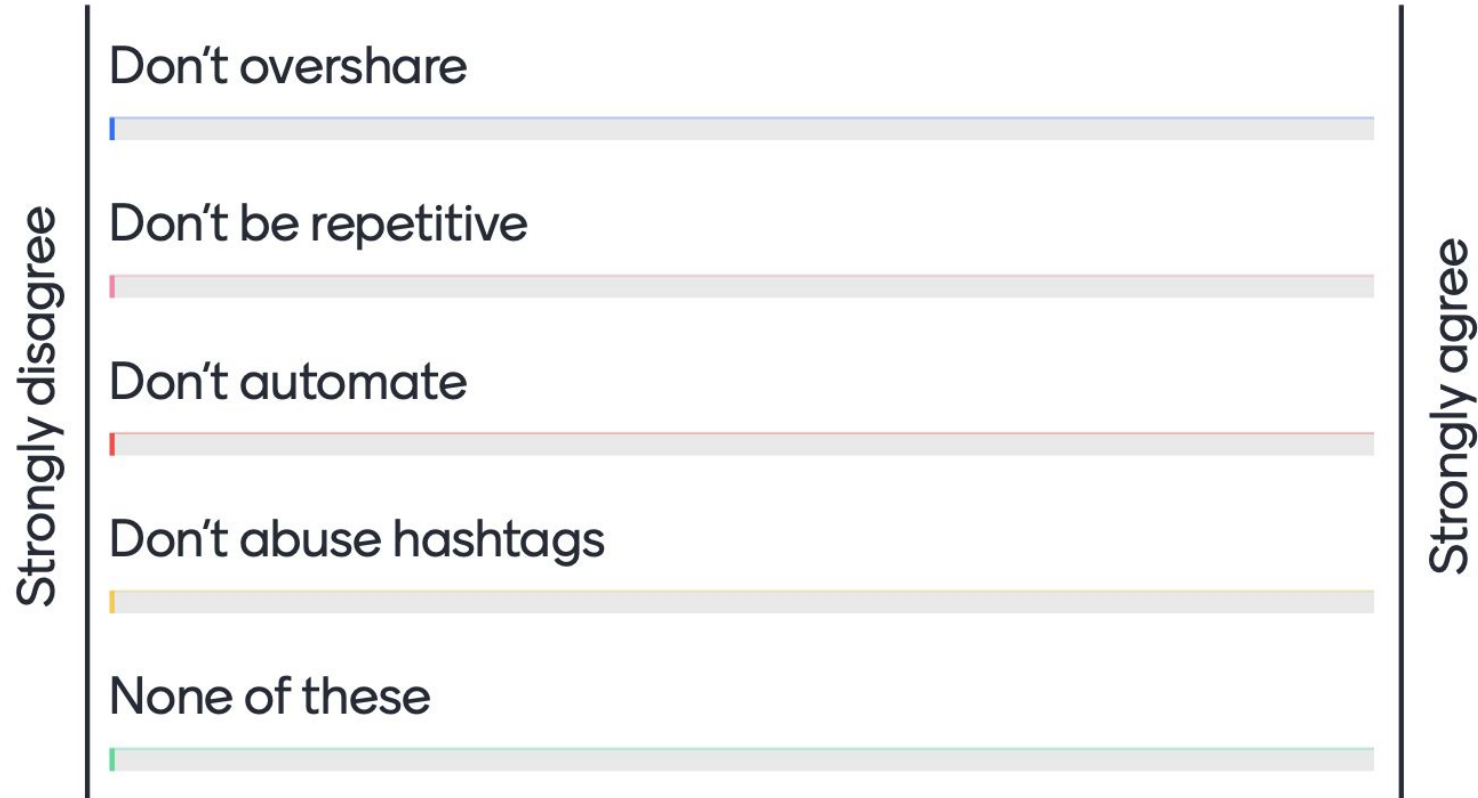


Responding is off

Results are hidden



# What are the important "DON'Ts" regarding social media?



Responding is off



# BSA SOCIAL MEDIA GUIDELINES

- (1) All Scouts and adult leaders should abide by the guidelines outlined in the Scout Oath and Law when participating in social networking.
- All communication on social media [must remain] remain positive and safe; these channels must be public, and all communication on or through them must be public.
  - [Abide] by the “two deep” leadership policy that governs all Scouting activities; [this] also applies to use of social media.





# BSA SOCIAL MEDIA GUIDELINES

- (2) 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.
- Personal social media profiles... should be kept private (e.g., do not display your phone number, address, or personal email address on these profiles).



*From BSA SOCIAL MEDIA GUIDELINES  
(<https://scoutingwire.org/social-media-guidelines/>)*

# Takeaway Challenge

For the final three minutes, think about your current and future roles in the OA, in Scouting, and in life as they relate to using social media to promote Lodge activities and events. As a means to enable you to Seek New Heights in your current and/or future roles, write down three Lodge activities or events that you could promote using social media, what media you might use for each, and your target audience for each. Try to describe the use of more than one type of activities or event, more than one medium, and more than one target audience. Later today, feel free to share these key ideas with others in your chapter or lodge.



# Outcomes – You should be able to better

- **Outcome 1:** understand what others think are social media resources available to them.
- **Outcome 2:** appreciate how others use social media resources to market Lodge activities and events.
- **Outcome 3:** determine who can be reached by appropriate social media offerings.
- **Outcome 4:** know the BSA expectations for the use of social media when contacting others.

