



**SCOUTS**<sup>®</sup>  
Creating a Better World



# WORKBOOK

## Build Your Social Media Strategy

A step-by-step guide to more effective  
Scouting social media



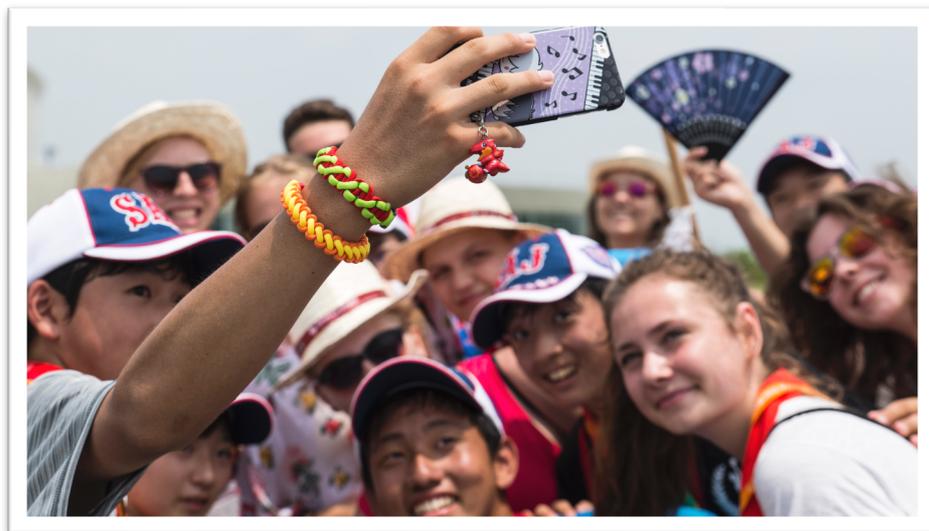
## Introduction

Hello! If you're opening this workbook, it means you're ready to create more focused and effective social media content. **If you'd like extra guidance, you can follow the [workshop video](#) which accompanies this workbook.**

There are many challenges in navigating the modern world of marketing. Yet somehow there's a common misconception that doing social media is easy. This can be frustrating for volunteers and staff in communications who put forward **significant time and resources to strategize, research, create, write and engage** on social media.

We're here to help you think about social media in a new, more streamlined way.

**Ready to build your strategy?** Set aside 45-60 minutes and let's go!



### 1. Why Social Media Matters

Consistent, innovative and effective use of social media is vital in the modern marketing and communications landscape. Unlike other channels, such as email marketing, **social media allows organisations like Scouts to reach an audience** of existing and potential members at an exponential rate. The majority of this reach happens organically, **and allows for members and supporters to become vocal advocates** for our cause.

## 2. Who is this workbook for?

- This resource is **suitable for any level of knowledge** on social media marketing, including beginners.
  - Note: More advanced users can use this as a guide for more thorough social media planning.
- This workbook was created especially for **National Scout Organizations, Scout Groups and influencers**, but could be useful to any Scouts looking to improve in social media.



## 3. What is this workbook for?

Social media is ever-changing and demands a lot more thought and strategy today than it did a decade ago. Today, **over half the world's population is using social media**, which makes it a vital communications tool for:

- **promoting** the work your organization does,
- **growing** your membership,
- creating and maintaining a **good reputation**,
- **knowing what people are saying** about your organization,
- and much more.

However, without a strategy outlining a clear view of your key audience and goals, using a platform with millions or billions of users can be likened to shouting into a void.

This resource is here to guide Scout organizations and influencers like yourself through seven steps to create a **social media strategy that is sustainable and effective**. Regardless of your experience or resources, it will get you the foundation you need to create a consistent and high-quality plan.

#### 4. Reminder: There are no shortcuts!

There are no shortcuts when it comes to being successful on social media. **If something seems too good to be true, it usually is.** In line with Scouting values, please ensure your approach to growth on social media is **always ethical**, including following [Safe From Harm](#) guidelines.



**Never resort to hack tactics** like engagement pods or buying followers. Not only are these unethical; they are spam and can get your accounts permanently suspended.

Finally, remember that success cannot be measured in numbers alone. We urge you to **think about how you can reach the RIGHT people**, rather than how to reach the most people.

Time to put your thinking cap on and make a plan. **Let's do it!**

# Step-By-Step: Build Your Social Media Strategy

## Step 1: Define your key audience

### Considerations

To ensure you're reaching the right people, it's important to clearly define who your key audience is. We know it's tempting to try to speak to everyone all the time, but this simply isn't possible. Why? Because you need to actually create your content *for* your target audience. This means adjusting **your tone, language, call to action and imagery** accordingly.

People love social media in part because it feels more personal and fun than traditional media. When we try to speak to everyone, the message often ends up sounding dry, impersonal and commercial.

That's why we encourage you to consider **who is your key (or primary) audience?** With this in mind, we assure you you'll be able to **create more tailored content** that gets more attention and higher engagement.

Secondary and tertiary audiences can of course still see and engage with your content. Lastly, you may **consider targeting different audiences on different platforms.**

### Examples

At World Scouting, we generally target Scout Leaders and National Scout Organizations on Facebook, Scouts on Instagram, and partners and media on Twitter.

### Guiding Questions

Question	Answer
<b>If your organization is already on social media, who is following you right now?</b>  Consider age, gender & location of existing followers. Remember to <a href="#">check your insights!</a>	
If you struggle with this step, you may want to skip ahead and consider step 2. But make sure to come back after!	

## Decision Time!

**Select the audience you most want to reach – this is your key or primary target audience:**

- Scouts
- Parents
- Volunteers & potential volunteers
- Partners & potential partners
- Donors & potential donors
- Young people outside of Scouting
- Other: \_\_\_\_\_

### **OPTIONAL:**

**Select the next most important audience for you to reach – this is your secondary target audience OR may be an audience to target on a different platform:**

- Scouts
- Parents
- Volunteers & potential volunteers
- Partners & potential partners
- Donors & potential donors
- Young people outside of Scouting
- Other: \_\_\_\_\_

### **OPTIONAL:**

**Select the next most important audience for you to reach – this is your tertiary target audience OR may be an audience to target on a different platform:**

- Scouts
- Parents
- Volunteers & potential volunteers
- Partners & potential partners
- Donors & potential donors
- Young people outside of Scouting
- Other: \_\_\_\_\_



## Step 2: Define your key outcomes

### Considerations

Now, it's time to consider what outcomes you want out of social media. You don't want to post for the sake of posting, right? **In order to structure your content, relate to your audience and help you decide which social channels to use, you need to decide what your [calls to action](#) will be.**

While you can accomplish many things, it's important to have some focus to provide the best experience for your audience. **Remember: quality over quantity!**

### Examples

For World Scouting, we tend to prioritise the good and fun image of Scouting on Instagram (brand awareness), with a secondary goal of inspiring and educating young people (growth). On Facebook and Twitter, we tend to focus on newsworthy pieces, education and sharing opportunities for young people.

### Guiding Questions

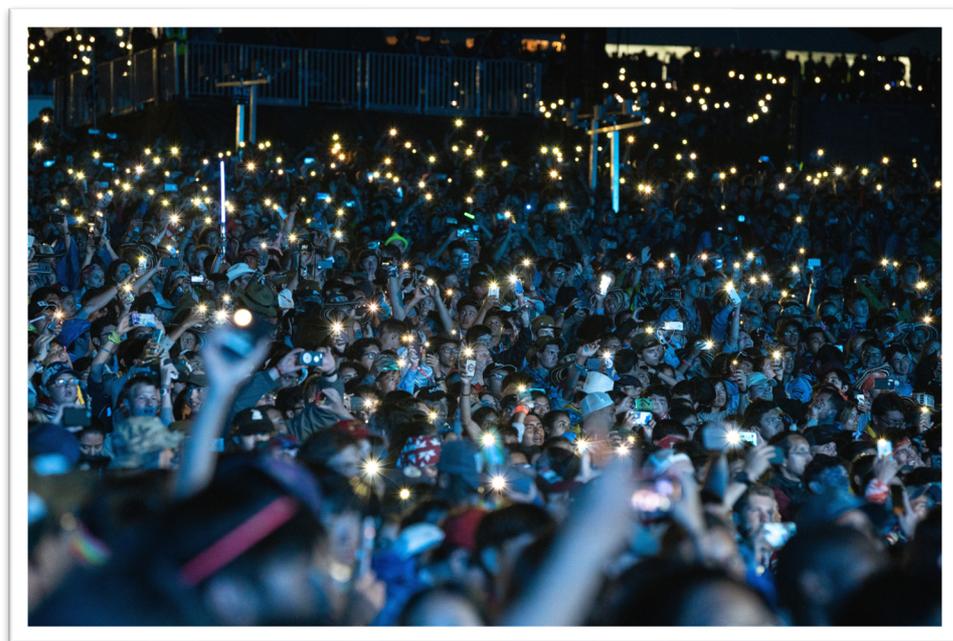
Questions	Answers
<b>What business goals has your organization set out?</b>  For WOSM, we consider our <a href="#">Triennial Plan</a> .	
<b>What actions do you most want people to take when they see your content?</b>	



## Decision Time!

Order your priorities from 1-5 (or add additional ones as needed):

Priority	Measure	Examples	Notes
	<b>Build brand loyalty</b>	i.e. build community, improve brand perception & establish leadership in youth / non-formal education sector	
	<b>Growing brand awareness</b>	i.e. make more people aware of your existence/what you do	
	<b>Increase conversions and/or membership growth</b>	i.e. get more people responding to your Call To Action, like joining an event, signing-up for a newsletter or a programme	
	<b>Boost brand engagement</b>	i.e. create more conversations online, like people sharing your posts with their friends in DMs, retweeting, commenting, saving...	
	<b>Support growth of donations</b>	i.e. create awareness about donation needs, practice transparency by demonstrating how donations are used, collect more donations as a result of posts...	
	<b>Other</b>		



### Step 3: Choose your social platform(s)

#### Considerations

Managing and maintaining social media presence can take a lot of time and resources. If your NSO is volunteer-run, or only has one communications staff, we recommend choosing no more than 1-2 channels to focus on. This also depends on the long-term time and resources available in your organization.

#### Examples

World Scouting has a presence on all 5 channels listed below, however at the time of writing, we focus a lot more time and resources on Instagram and Facebook, and increasingly on TikTok, than the others. That's because we've determined these are the best places to reach our key audience and desired outcomes. It's also because we know we can't be everywhere, even with a fulltime staff dedicated to social media.

#### Guiding Questions

Questions	Answers
<b>What platforms do you think your key audience uses most?</b>	
<b>Are there any social platforms that are specifically popular in your country?</b>	

#### Decision Time!

Decide on your priorities and add different options if needed:

Priority	Platform	Tendencies	Notes
	<b>Instagram</b>	younger demographic, casual voice/tone	
	<b>Facebook</b>	older demographic, informative tone	
	<b>YouTube</b>	mixed demographic, can range from informative to fun	
	<b>Twitter</b>	older demographic, space for news, debate/discussion	
	<b>Tiktok</b>	younger demographic, casual, fun tone	
	<b>WhatsApp</b>	depending on the country, can be used more internally or externally	

## Step 4: Consider your brand & voice

### Considerations

It's important to **maintain a consistent brand voice** and tone across a given channel. Finding [your social media brand voice](#) is how you create a recognizable and relatable personality on social!

Every brand has a different way of communicating with their audience, based on their interests, age, and desired outcomes.

**A brand is much more than its logo – it's the overall look and everything people associate with the brand.** In Scouting, that includes young people, scarves, outdoors, badges, youthfulness, the colour purple, and so much more!

On social media, we highly recommend cutting out watermarks and logos on photos, as they can tend to look like ads. Instead, let images and clips speak for themselves through other branding elements, like uniforms, youthful faces, and acts of service.

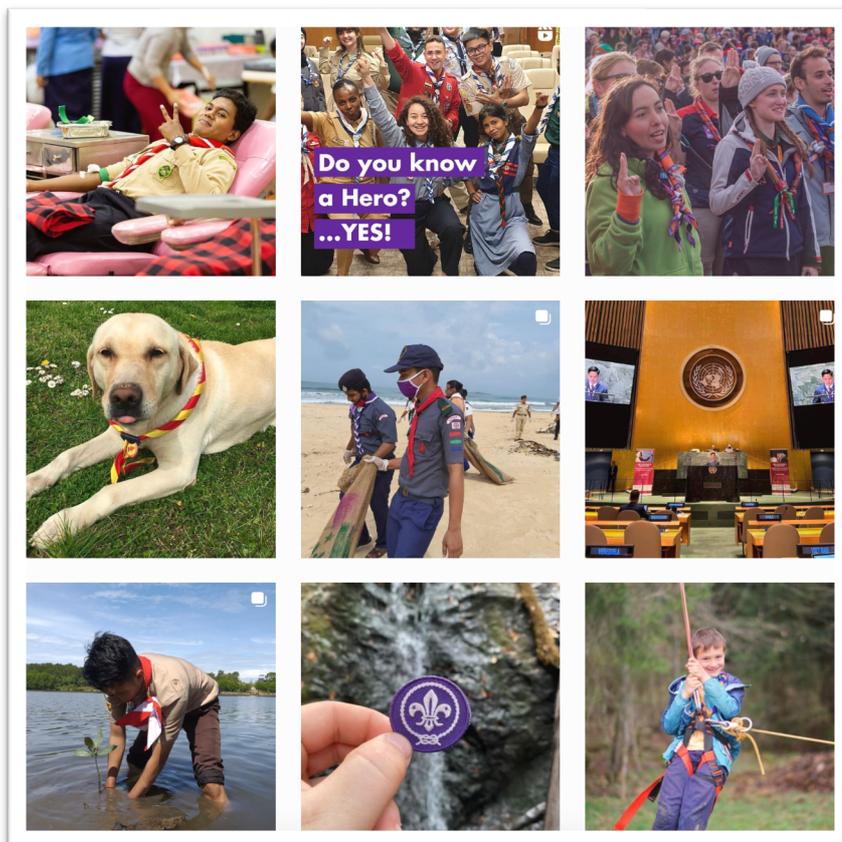
### Examples

World Scouting adopts a fun, light-hearted and youthful voice across all its social media channels. As a youth organization, it's important to us that we not take ourselves too seriously, remain relatable to a younger audience, and promote our organization as youthful, fun, diverse, accessible, and creating a better world.

### Guiding Questions

Questions	Answers
<p><b>When you think about Scouting as a brand, what comes to mind?</b></p> <p>What would you recognise as Scouting <i>without</i> seeing a logo?</p>	
<p><b>List 3 adjectives to describe your organization's social media voice.</b></p> <p>For example: informative, energetic, youthful, funny, serious, educational, newsy, inspiring, casual, professional, warm, friendly, personal, direct, etc.</p>	

<p><b>Go look at 2-3 social media accounts you follow. What type of language and tone do they use in their captions?</b></p>	
<p><b>Look at 3-5 recent Scouting images or videos from your organization. Do you think they embody the Scout brand?</b></p> <p>What are 3 of the main things you want represented in your social media imagery?</p> <p>You might consider: the outdoors, young people, volunteerism, smiles/laughing, camping, group activities, etc.</p>	



## Decision Time!

Based on your guiding questions, write 2-3 lines about your brand voice on social media:

- **When people see our posts, we want them to feel**

\_\_\_\_\_.

- **My brand's voice sounds like** \_\_\_\_\_.

- **My brand's image looks like** \_\_\_\_\_.

## Step 5: Set out your content strategy

Now that you've decided on your key audience, outcomes and social platform(s), it's time to **create content that is responsive to your audience and objectives**. This is the biggest section of the workbook, but don't worry – this is also the section that will help you save the most time in the long-run. We will consider your time/resources available to post to social media, what to post, and how to post.

### Consideration 1: Making the time

These exercises will help you best utilize your limited time and resources to create effective content... and have fun with it!

Remember it's always better to provide consistent quality over quantity. Try to stick to regular posting days throughout your schedule to keep consistency.

### Guiding Questions

Questions	Answers
<b>How much time can you dedicate to social media each week? (Be realistic!)</b>	<input type="checkbox"/> Less than two hours <input type="checkbox"/> Between 2 and 5 hours <input type="checkbox"/> Between 5 and 10 hours <input type="checkbox"/> Between 10 and 15 hours <input type="checkbox"/> Over 15 hours
<b>Based on the above timings if you have:</b> <ul style="list-style-type: none"><li>○ <b>under 5 hours a week</b>, you should aim to post 1-2 times / week.</li><li>○ <b>between 5-15 hours a week</b>, aim for 3 posts / week.</li><li>○ <b>over 15 hours a week</b>, you can aim for 4-5 posts / week.</li></ul>	

<p><b>Do you have a set day and time every week when you can dedicate time to work on social media consistently?</b></p> <p>If not, can you add this into your schedule?</p>	
<p><b>Can you commit to post on the same day(s) each week? Which day(s)?</b></p> <p>Creating a calendar like this can help you post consistently.</p>	

## Consideration 2: Deciding what to post

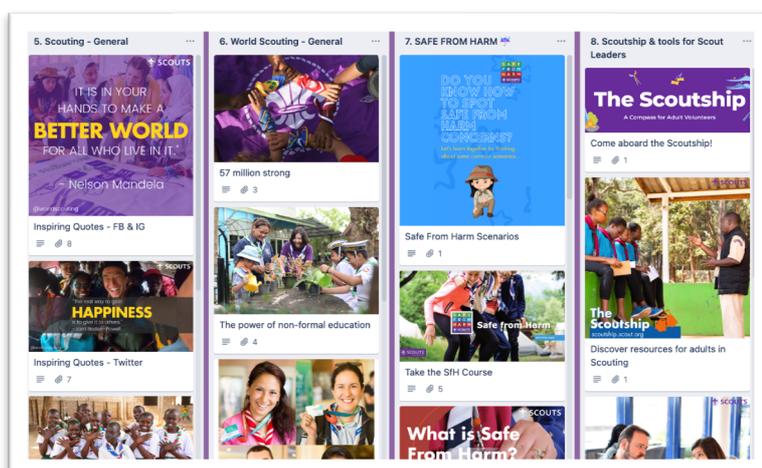
There is always a lot going on in Scouting, and it can be overwhelming to decide what to publish! **Your publishing decisions should be guided by the objectives and audiences you described** in the previous sections.

The guiding questions below will help you zone-in on what type of content might work best for your channels. But don't forget, **social media is about trial and error**. Learn from your audience's response to what you share and continue to adapt based on data, trends and reprioritization.

Remember, you need to **consider what your audience would like to see**. You are there to serve them, after all!

### Tip: Use World Scouting's Trello Boards!

- Did you know we have an [annual content calendar](#) you can use?
- We also have an additional Trello board filled with free, [evergreen Scouting content](#) you can use year-round!



To use our Trello boards, simply access them above and click on a card to find sample captions, graphics, and imagery. In some cases, translations are available, or links to Canva templates are there for you to translate as needed.

The content is there for you to choose what makes sense for your channels and *adapt it* to your audience. That means tweaking the language, translating and/or choosing local imagery to suit your brand voice and audience.

Our Trello boards can help you fill in some content, but you still need to create your own. Let's think about what that might look like!

## Guiding Questions

Questions	Answers
What kind of Scouting content do you enjoy consuming and engaging with? What kind of non-Scouting content do you enjoy?	
What pieces of content are your audience currently engaging with the most?	
What kind of content do you imagine your audience would want to send to a friend?	
What would incentivize your audience to leave a comment on your posts?	



### Objective-based Content to Try:

Objective	Content	Notes
<b>Build brand loyalty</b>	Information on the impacts of Scouting globally: How does it change lives? What unites Scouts globally? How big is the Movement? How has Scouting changed your community?	
<b>Grow brand awareness</b>	Share inspiring content of what Scouting brings to young people and to communities tailored to those outside of Scouting.  Share about your initiatives so that people can learn what you do! E.g. a new badge, new volunteer initiative, upcoming jamboree, etc.  Be sure to avoid jargon and acronyms!	
<b>Increase conversions</b>	Educational content to encourage Scouts to join Scouting initiatives or encourage young people (or their parents!) to join Scouting.  This can include content marketing, like a quiz about mental health coping mechanisms to educate directly while encouraging young people to join a programme you offer for mental health.	
<b>Boost brand engagement</b>	Target your most loyal followers, as they are the ones most likely to share and comment on your content, helping extend your reach and start conversations about it.  Use calls to action to incite engagement (e.g. "like if you agree!", "comment your suggestions!", etc.)	
<b>Support growth of donations</b>	Direct your audience to local fundraising efforts or the Scout Donation Platform (SDP), etc.	
<b>Other:</b>		

### Consideration 3: Creating content with the right tools

We know how difficult it can be to wear all the hats when it comes to social media. We strongly encourage you to **collaborate with your network for content creation**, including volunteers, staff, youth representatives and Scouts. Bonus points for featuring more young faces and voices from the across the Movement!



Every social media manager or creator should use *at least 3* tools:

Tool	Notes	Free Options	Paid Options
<b>Scheduler</b>	<p>Scheduling content ahead of time and in bulk is one of the best ways for you to save time, energy and stress on social media management.</p> <p>Just don't forget to adjust as you go (e.g. if a crisis arises, you may want to pause your scheduled content), and to check back regularly to engage and see how it's performing.</p>	<p><a href="#">Meta Business</a> &amp; <a href="#">Creator Studio</a></p>	<p>Large scheduling tools can be very costly, but for most NSOs, the free options from Meta will be enough.</p> <p>Due to the number of seats and channels we have at WOSM, as well as analytics and listening features, we use and love <a href="#">Agorapulse</a>.</p> <p>You can also explore smaller paid schedulers like <a href="#">Later</a> or <a href="#">Buffer</a>.</p>

<p><b>Graphic design</b></p>	<p>Videos and photos are still king on social media, but sometimes you'll need graphics to share about an opportunity or initiative.</p> <p>Today's tools make it easier than ever for anyone to create simple graphics from templates, but graphic design is still an art! If you aren't a designer, remember to stick to templates and avoid overcrowding (including logos!).</p>	<p>Apply for free version of <a href="#">Canva for non-profits</a> &amp; join our team!</p> <p>You can upload brand colours, logos and other assets for quick and easy access to your brand folder each time you create something.</p>	<p>For most content creators, Canva will be enough.</p> <p>However, if you have a graphic designer, you may want to invest in the <a href="#">Adobe suite</a>, including Photoshop.</p>
<p><b>Mobile video editor</b></p>	<p>Short and simple videos can perform very well on Instagram and Tiktok. Each platform has a built-in editor, but many people prefer to edit outside of the apps as they can be glitchy.</p>	<p><a href="#">InShot</a> or <a href="#">CapCut</a> both work great for creating short social media videos</p>	<p>InShot and CapCut have inexpensive paid versions that are worth buying.</p> <p>If you invest in an Adobe suite and plan to create more long-form videos, you might consider using Adobe Premiere Pro.</p>

**TIP:** If you outsource the creation of graphics and videos, always ask for the working files alongside your final product. This will allow you to alter them in the future, so you aren't always starting from zero.



## Decision Time!

- I will dedicate \_\_\_\_ hours per week to social media for my organization's social media page(s).
- I will post \_\_\_\_\_ times per week on these days:  
\_\_\_\_\_.
- The MAIN type of content I will post will be:  
\_\_\_\_\_.
- I will seek help with content creation from:  
\_\_\_\_\_.
- I will utilize the following tools for content creation:  
\_\_\_\_\_.



## Step 6: Engage

### Considerations

It may seem obvious, but **social media is meant to be social!** We recommend setting aside some of your precious social media time to engage with your existing and/or desired audience. This will help boost your overall engagement rate and followership. It also helps **create a more personal relationship with your audience**, building brand loyalty.

Engagement can be in the form of:

- **Replying to comments** on your posts
- **Replying to direct messages**
- **Liking and commenting on other posts** in your industry (e.g. Scout Groups, World Scouting, National Scout Organizations, partners, etc.)

How much time you have for your organization’s social media will affect how much you can engage with your audience. **We recommend taking at least 10 minutes a day during workdays to engage with your audience.**

Besides the benefits listed above, this will also help you with **social listening** – meaning you’ll see what people are saying about Scouting, see what other pages are doing, gain inspiration, learn about trends and build relationships with like-minded followers and organizations.

Responding to comments from your audience **helps build a relationship** and may encourage the same person or others to comment on your content more often. Especially if they’re loyal brand followers.

Besides your own content, find pages to engage with by following other Scout groups, NSOs and partners, and following hashtags like #Scouts and local/national Scouting hashtags.

### Considerations: Do’s and Don’ts

There are a few points you should consider when engaging with your audience on social media:

<b>DO</b>	<b>DO NOT</b>
Be responsible	Share anything harmful to the Movement or to other people
Be inclusive	Use offensive language
Be transparent & authentic	Respond too quickly when a crisis arises (take a step back, check in with colleagues and WOSM when appropriate)
Be politically neutral	Criticize other brands
Create a safe space online, remove comments promoting hate, violence, misinformation or spam, and report any concerning content	Censor those who disagree with your views
Have fun with it... we are Scouts after all! 😊	Ignore Safe From Harm concerns

If you ever see a Safe From Harm concern, ensure you always report it to the relevant team. If you need a refresher on the SfH policy, [visit here](#).

## Guiding Questions

Questions	Answers
<p><b>What content forms do you engage with and how do you engage?</b></p> <p>Consider: What sort of Instagram posts do you forward to a friend by DM? What makes you comment on a post? What makes you retweet something?</p>	
<p><b>In what ways is social media engagement similar to customer service?</b></p>	
<p><b>Do you feel overwhelmed by Scouting social media messages?</b></p> <p>If you have less time to dedicate to social media, you could consider turning on automated replies for direct messages, with a kind note that directs the person to an email contact instead.</p>	

**Note:** You never have to accept a friend or follow request from someone you don't know. The Scouting community is huge and often eager, but it's OK to keep your personal profiles personal and private.

## Decision Time!

- I will dedicate \_\_\_\_ minutes per day for social media engagement, including replying to comments on my posts and leaving meaningful, thoughtful and positive comments on other pages.
- I choose to reply to direct messages [PICK ONE: live / automated] starting now.

I will seek to engage more with like-minded pages on \_\_\_\_\_ (insert platform).

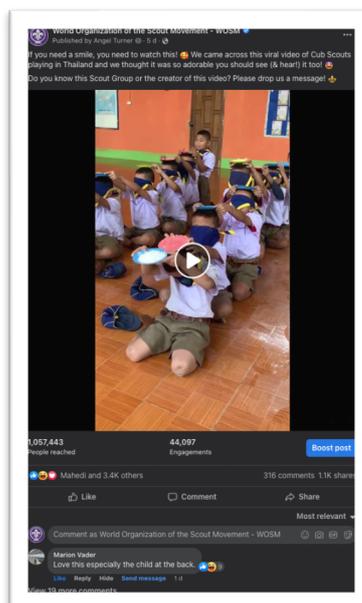
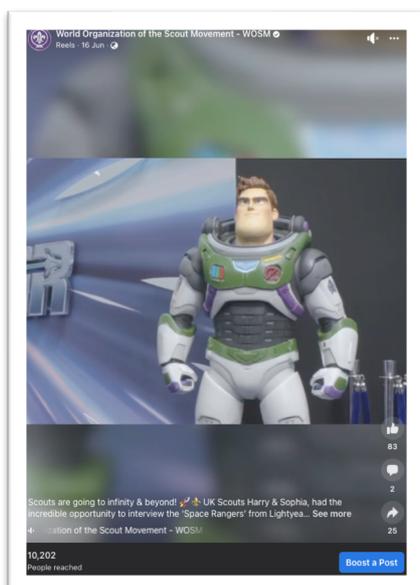
## Step 7: Analyse & Review

### Considerations: Analytics

We recommend **analysing your content** on a regular basis to see how your audience is responding to it. This allows you to focus more energy into the pieces that are most enjoyed!

When analysing your content, the **metrics** we normally consider most, in order of importance, are:

- Views (videos)
- Clicks (when there's a link)
- Shares
- Comments
- Reach
- Saves
- Likes



## When reading analytics, remember:

- **Reach or impressions can sometimes be misleading**, especially early-on, because sometimes a piece of content gets served to many people quickly. But just because a post came across your screen, doesn't mean you looked at it or got anything meaningful from it.
- If engagement is low, it suggests that the content isn't exciting or relevant enough for the audience to take an action from it. **High engagement is almost always associated with high reach**. If the audience is engaging with your content, it's highly likely to be pushed to an even wider audience. **Don't be afraid to test your content!** We're constantly trying different content formats to see how our audience reacts, we encourage you to try the same!

Success can't only be measured in numbers, so don't be disappointed if your numbers look low and don't compare yourself to other (especially larger) accounts. **If your content is seen by only one person but it's the right person, this is much more valuable** than having a post seen by 100 people who aren't the right audience!



## Considerations: Reviewing your strategy

With social media, we must be ready to **adapt our strategy on an ongoing basis to stay innovative and relevant**.

We recommend a **short monthly review of your best and worst performing posts** so you can improve content for the following month. We then suggest a more **thorough review of your social strategy every 6 months** to ensure its relevancy and that you're aligned with your objectives.

**It's okay if your strategy changes!** As social media evolves, there will be (many!) times when you must switch things up. In fact, trial and error is an absolute key to success in social media. Just remember to record it in your social media strategy so you have a clear view of your goals going forward, and so you can learn from things that did and didn't work.

## Conclusion

Social media moves quickly and it is much harder than it looks to maintain a consistent presence on it! **Having a strategy in place will help you stay focused and determine what is achievable** within your resources. As a result, you'll avoid burnout while creating better content for your audience.

**Remember: we learn by doing!** You can do this!



If ever you have questions about social media marketing, you can always reach out to us: [socialmedia@scout.org](mailto:socialmedia@scout.org).