

#ScoutSHARE Day

Social Media Toolkit

About #ScoutSHARE

What is #ScoutSHARE

- ScoutSHARE is all about sharing the story and impact of Scouting across the community and we need your help. The most powerful way to grow your son's unit or to grow the Scouting program is a parent talking to another parent about the value of Scouting, or a Scout inviting one of his friends to join him for the fun and adventure.
- This fall, your family can enter to win a chance to win weekly prizes! When you post on social media, and use the hashtag #ScoutSHARE during August and September, you'll automatically be entered into our weekly drawing for some awesome prizes such as Kroger gift cards, movie gift cards and more. You will also be entered to win another gift card when you share on August 28 for #ScoutSHARE day!
- Weekly drawing will be on Monday, August 6, 13, 20, 27 and September 3. A drawing will also be held on #ScoutSHARE day on Tuesday, August 28!

Why #ScoutSHARE and invite others to join in the adventure of Scouting with you?

- Your child will be able to do Scouting with more of their friends.
- More Scouts means more parents to help lead the Scouting program.
- More Scouts will receive the values of Scouting along with the fun and excitement.

Follow #ScoutSHARE

Follow and share your story using the hashtag #ScoutSHARE

- Learn more about #ScoutSHARE:
www.danbeard.org/scoutshare
- Browse tools to get involved:
www.danbeard.org/mediacenter
- Like us on Facebook:
www.facebook.com/danbeardcouncil
- Follow us on Twitter:
[@DanBeardCouncil](https://twitter.com/DanBeardCouncil)
- Follow us on Instagram:
[@DanBeardCouncil](https://www.instagram.com/DanBeardCouncil)



Tweet

Use these sample tweets to get your followers involved in #ScoutSHAREDay

- #ScoutSHARE Dare! Ask 2 of your Twitter pals to share their Scouting experience. Don't forget to use hashtag #ScoutSHARE!
- #ScoutSHARE is a day for everyone, everywhere, to share his or her Scouting experience!
- TELL US: Did your Scout go to camp this summer? How was his experience? #ScoutSHARE
- WIN Weekly prizes when you share your favorite Scouting experience.
#ScoutShare www.danbeard.org/scoutshare
- #ScoutSHARE Day is August 28 – join the movement at www.danbeard.org/scoutshare



Facebook Post

Here are some sample Facebook posts to participate in the #ScoutSHARE movement:

- Scouts do so many amazing things, they go to amazing places, and they make incredible memories. Help tell the Scouting story by sharing these great adventures with us and with others. Simply take a moment to share a photo or something exciting you did this summer in Scouts on your Facebook, Twitter, or Instagram page. Be sure to type **#ScoutShare** at the end.
 - #ScoutSHARE idea! – Wear your uniform on #ScoutShare Day, 09/01! Snap a quick photo of your Scout in their uniform and post it on your favorite social media platform (include **#ScoutSHARE**). This will make a visual impact within the community.
 - #ScoutSHARE day is a day for everyone, everywhere, to share Scouting! Find out how you can be part of the movement at www.danbeard.org/scoutshare
 - Tell us how YOU are participating in #ScoutSHARE Day. Take a photo of yourself in your uniform or share your favorite Scouting memory! Share it with your family and friends on your Facebook page!
 - It's never too early to get ready for #ScoutSHARE day! Share your favorite Scouting moment on your favorite social media page. Don't forget to use hashtag #ScoutSHARE.

Snap & Post

Did you know that you can also share your photos and video clips on Instagram?

This platform is great for #ScoutSHARE moments. Whether you are sharing a photo or sharing a quick video clip, be sure to tag us (@Danbeardcouncil) and use the hashtag #ScoutSHARE.

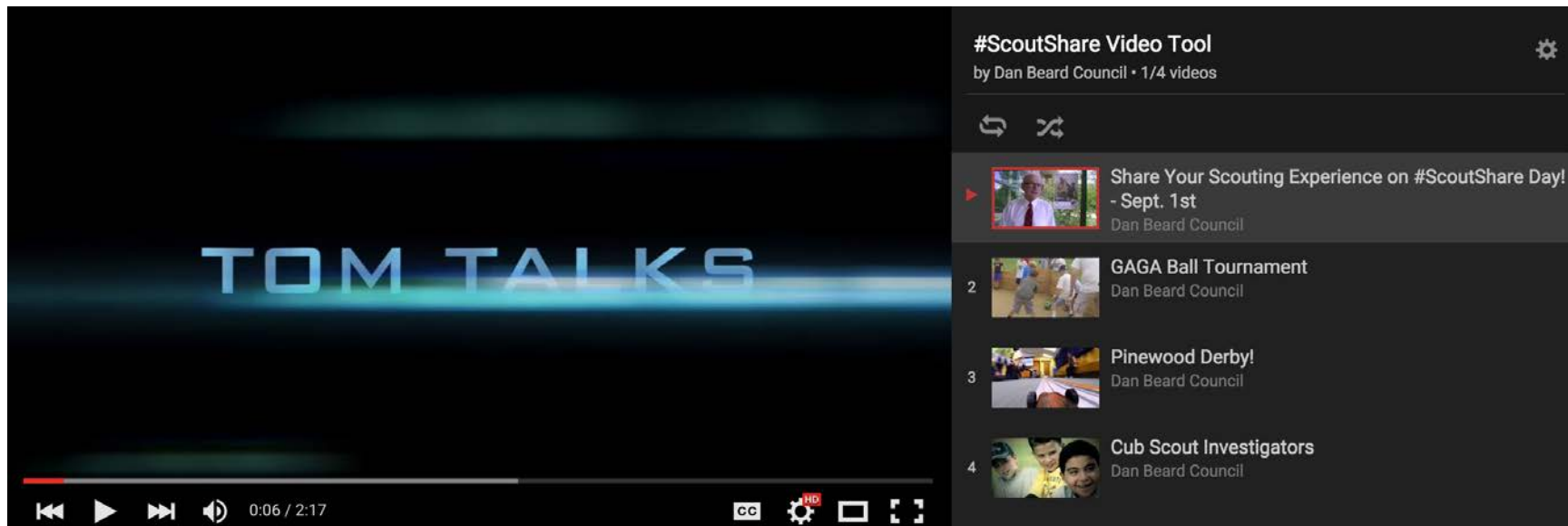
Sample Instagram captions:

- Joey and his Cub Scout friends having a blast on their annual nature hike. Joey can't get enough of Cub Scouts! #ScoutSHARE
- My son Tim had so much fun at camp this year. He's already asking me to sign him up for next year! #ScoutSHARE
- I remember when my son and I flew off the blob at camp. It felt like such a rush! #ScoutSHARE



Watch & Share

You are more than welcome to share the videos you have. You can also share video from the #ScoutSHARE video tool playlist from the Dan Beard Council [YouTube](#) page (click the image below).



The image shows a YouTube video player interface. The main video area displays the text "TOM TALKS" in a stylized, glowing blue font against a dark background. Below the video is a standard YouTube player control bar with icons for play, pause, skip, volume, and a progress bar showing 0:06 / 2:17. To the right of the video player is a playlist titled "#ScoutShare Video Tool" by Dan Beard Council, containing 1/4 videos. The playlist items are:

- 1. Share Your Scouting Experience on #ScoutShare Day! - Sept. 1st (Dan Beard Council)
- 2. GAGA Ball Tournament (Dan Beard Council)
- 3. Pinewood Derby! (Dan Beard Council)
- 4. Cub Scout Investigators (Dan Beard Council)

Social Media Assets

Additional social media links to use:

- Shareable Images:
<http://scouting.webdamdb.com/albums.php?albumId=603364>
- Cover Images:
<http://scouting.webdamdb.com/albums.php?albumId=603362>
- Testimonials:
<http://scouting.webdamdb.com/albums.php?albumId=637343&page>
- Photos from Camp:
<http://www.danbeard.org/campphotos>



Parents can share a selfie or video of themselves supporting Scouting.