



Scouting In The Digital World

Our Scouts, Our Scout's Families,
Our Scouting Leadership

Southern Region Area 4
2015 Commissioner Conference



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Introduction

- Scouting In The Digital World: Our Scouts, Our Scout's Families, Our Scouting Leadership
- How can we embrace technology to better:
 - Communicate with our members
 - Communicate with our members' parents
 - Share the scouting program with the general public
 - Keep our program up-to-date with today's use of technology
- Presented by:
 - Alex DeLoach & Greg Raymond





Scouting In The Digital World

“A fisherman does not bait his hook with food he likes.
He uses food the fish likes. So with boys.”

-Robert Baden-Powell

“Our mission, values and desired outcomes of leadership and
character development haven’t changed much since that first
campout on Brownsea Island – just the experiences that each
generation of youth find most enjoyable.”

-Gary Butler





What do these have in common?

“Used properly, to its full potential, it could lead to a great Scouting experience.”
-Gary Butler





What do these have in common?



- Both are tools.
- Both could be toys.
- Both can be very expensive.
- Both can be used recklessly.
- Both can hurt people.
- Both can be highly useful.
- Both require training for proper use.
- Both are here to stay.
- Both can be used in Scouting.

Wendell, Bryan. "Troop's Technology Policy Is Based on the Scout Law." Bryan on Scouting. Boy Scouts of America, 04 May 2015. Web.





Sample Technology Policy

Troop 96 – Grayslake, Ill

This troop's excellent technology policy is based on the Scout Law

Bryan On Scouting – www.blog.scoutingmagazine.org

General guidelines

- Use the technology to build relationships with the troop, find useful information, communicate and share excitement about Scouting.
- Updates to social sites using appropriate, (non-embarrassing), photos or clips can share and build excitement about Scouting.
- Don't let technology detract from the outdoor experience, the program experience, of the Scouting experience for the troop or patrol.





Sample Technology Policy

- **Trustworthy**
- **Loyal**
- Helpful
- Friendly
- Courteous
- Kind
- Obedient
- Cheerful
- Thrifty
- Brave
- Clean
- Reverent

Trustworthy

- A Scout is truthful with others online and is careful of the information shared.
- He does the right thing when sharing and makes sure to have permission to share the words or pictures of others.

Loyal

- A Scout uses his phone or device in a way that adds to his troop or patrol.
- A loyal Scout is careful to post only appropriate photos or clips and would never want to embarrass others with his updates or communications.
- A loyal Scout would not use a phone to exclude some Scouts from the conversation, for example with secret messages.

Check out Bryan On Scouting for more!

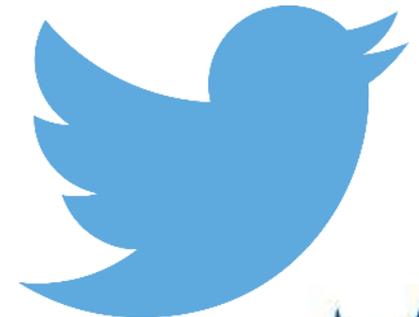
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Scouting & Social Media

- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- LinkedIn





Scouting & Social Media

Basic Suggestions

- Use the platform that your audience uses.
- Post, but don't post too much!
- Pay attention to what posts people interact with the most.
- Use Social Media to enhance your program, not run it.
- Use the BSA's Marketing Toolbox
 - <http://www.scouting.org/scoutsource/Marketing.aspx>





Other Ways To Stay In Touch

- Websites
 - A great place for all parents (current & prospective) to find information!
- E-Newsletters
 - Another traditional way to keep people informed about what events are coming up.
- Text Messaging
 - A quick way to send out quick reminders or updates about upcoming events.
- Robocalls
 - An efficient way to inform large groups of people about upcoming events, that is much more personal than an email.





Questions?



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