Best Practices for Posting:

# Keep it short!

People tend to have shorter attention spans and are scrolling their newsfeeds quickly. This includes on graphics and posters.

# Put the important information first!

Lead with what is most important- don’t hide the who, what, when, why and where until the end. Try including the key information in the first sentence or two!

# Why?

The “why” in the above is critical: educating your membership on why Roundtable is important is just as important as why they’re going. Consider two sets of posts: one focused on why attend roundtable and another on what you’ll be discussing.

# A Picture Is Worth a Thousand Words

Including a photo whenever possible is incredibly helpful, even if it’s a photo of happy Scouts- it’ll slow people down to check out the photo and then see your content.

# Frequency

Post about Roundtable once to twice a week, potentially alternating between a “why attend Roundtable” post and “what we’re discussing” post. This should be weaved in with regular, consistent posting on your social media channels.

# Sharing is Caring

Encourage your commissioners, unit leaders and volunteers to share your posts, especially about Roundtable, and encourage them to add a personal note to their share on why attending Roundtable is important.

# Example posts:

## Why Roundtable Series:

Our Roundtable is where you’ll learn the skills and tips to lead a successful unit each month. Join us at [LOCATION] on [DATE/ Time]. Share any questions you have below:

Need a little help? Feel like your unit can use a boost? Join our Roundtable meeting on [DATE] at [LOCATION] to hear best practices, tips, tricks and guidance from fellow Scouters.

New unit leaders: did you know you’re part of a network of experienced leaders? That’s right, dozens of Scout leaders from across [DISTRICT] come together every month to help each other at Roundtable. Join us at [LOCATION] [Date/ Time] to ask any questions you have, hear from experts and hear about [TOPIC]!

## What You’ll Be Discussing:

With [relevant season/ moment coming up], now is the time to think about what your unit will be doing! Hear from [speaker] on how your unit can join in the fun! Roundtable is being held at…

*Example filled in:* With warm weather coming, now is the time to think of what your unit will be doing. Hear from our activities chair on how your unit can join in the fun! Roundtable is being held at….

What do [THREE TOPICS] have in common? We’re discussing them at our upcoming Roundtable meeting! Join us to be part of the conversation at…