

Roundtable Membership Moment

Private Versus Public Facebook Pages

Scouters, let's talk about social media.

How many units here have a private Facebook page?

How many units have a public Facebook page?

And how many of you have both?

There are definitely benefits to having both.

A private Facebook page is one that is accessible only to the people that you grant access to, so you can allow your families to see what's on your calendar and what you've done in the past. It's a great way to post all of your photos, including the ones that show the youths' faces.



But look at the possibility of a public Facebook page. That's one that has unrestricted access to the public. This is where you can post your recruitment events, and if you want to get fancy, you can geofence those events. You can determine who gets directed to your post so you can pick parents or guardians of children aged 6 to 10, specific zip codes and you can geofence it around any area in town, like the place where you have your meeting, the local park, bicycle store, or school for example.

Units that geofence their recruitment events have a 14% greater return than units that don't geofence. That means more! More scouts for your program and more parents to join Scouting with them.

Setting up Facebook pages is free, and the cost of geofencing can be as low as \$1.00 a day. Give it a try - you have virtually nothing to lose!

For more information on geofencing, see Scouting Wire at:

<https://scoutingwire.org/how-to-use-geofencing-for-scout-recruitment/>