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Virtual Only Volunteer Recruitment for New Group/Section Start-Ups

Leveraging Online Tools to Launch Scouting in New Communities

Working with a startup Scouting social media group online offers a powerful way to reach outlying regions and generate excitement among parents and youth. By utilizing social platforms—particularly Facebook—we can create a central hub for communication and engagement, helping spread the word that **Scouting is coming soon** to the community.

Our strategy includes:

- Creating a dedicated **Facebook page** for the new Group/Section
- Joining and engaging with **local community groups/networks** to share updates
- Posting **engaging content** about the program and upcoming events
- Hosting **virtual information sessions** for adults interested in volunteering

This online presence allows us to target specific geographic areas, even where in-person outreach may not be possible initially. It builds momentum and visibility while also fostering a sense of community from the start.

Having **a key volunteer** as the Group's local champion is essential. This person can:

- Serve as a **Facebook admin alongside staff**
- Answer questions about the community
- Act as a local liaison
- Share posts in relevant groups to promote the start-up

With just one passionate volunteer, a strong online foundation can be built—and from there, the Scouting Group can grow organically with the support of the local community.

Why Use Social Media for Scouting Startups?

Working with a startup Scouting Group online is a powerful way to:

- Reach **outlying or underserved regions**
- Create **social buzz** among parents and youth
- Build a **central hub for communication**
- Launch with minimal in-person travel, setup and presence

By using **Facebook Pages and Groups**, you can reach target audiences, share updates, and build a connected, informed and excited local community.



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Online Strategy Overview

Use these steps to create a strong online presence:

- **Create a dedicated Facebook Page** for your new Group/Section
- **Join and engage in local community Facebook groups**
- **Post engaging, relevant content** about the program and upcoming events
- **Respond to messages** under posts and in direct chat messages
- **Host virtual info sessions** for adult volunteers
- **Identify one local volunteer** to be the social media champion/admin

This structure builds early momentum and allows for growth—even in areas where in-person outreach is limited.

Step-by-Step: How to Create a Facebook Group

1. Go to Facebook > Groups

- Find this in the left-hand menu or under “Explore.”

2. Click "+ Create New Group"

3. Name Your Group

- Use a name that's simple and clear, and identifies the community it will be in.
- ***Avoid "Scouts Canada" in the name. Meta will suspend the page for Brand Infringement if Scouts Canada is in the name of the group.***

Recommended:

- “Scouting in [Community Name]”
- “1st Expedition Scouting Group” or “1st Expedition Scouting Group – New [Community Name] Beaver Colony (Ages 5-7)”

4. Choose Privacy Setting

- **Public** is recommended for outreach.
- Private groups limit visibility and reach.

5. Click “Create”



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6. Customize Your Group

- Add a **cover photo**



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- Add a **profile picture**



- Write a **clear description**, including contact information email and phone number:

Ex. "1st Expedition Scouts provides fun, adventure, and leadership opportunities for youth (ages 5–7+). Join us to build skills, foster community, and develop future leaders. For info, contact john.doe@scouts.ca."

**It is best practise to use someone's contact email that is a scouts.ca email address in this field to help support the Meta Brand infringement regulations.*

7. Set Membership Questions

To help screen members, ask:

- Why are you interested in this Group?
- Do you have children who might join Scouts?
 - Yes, my own
 - Yes, relatives/friends
 - No, I'm just interested in volunteering

Any previous Scouting experience?



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8. Invite Members

- Start with friends and local connections.
- Ask a **keen community volunteer** to join as a volunteer champion and give them Admin access

How to Add a Facebook Group Admin

1. Ask your volunteer to join your group.
2. Go to your Facebook group.
3. Click on the “**Members**” or “**People**” tab.
4. Find the person’s name.
5. Click the **three dots (…)** next to their name.
6. Select “**Make Admin**”.
7. Confirm the action.

How to find your group/page link to send out:

- Go to your Facebook group/page
- Copy the **URL from your browser address bar**
- Example: <https://www.facebook.com/YourGroupName>
- Share this to invite others!

Creating Community Guidelines

Facebook encourages community guidelines to:

- Keep groups **safe and respectful**
- Help **moderate conversations**
- Set clear **expectations and tone**
- Ensure all members feel welcome

Post and Pin Your Group Guidelines

Create a post and pin it to the top of your group.



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Sample Community Guidelines Post:

Welcome to the 1st Expedition Scouts Facebook Page!

We're excited to bring Scouting to [Community Name]! This page supports youth development, outdoor adventure, and community involvement. Please help us keep this a safe, fun, and respectful space.

1. Be Respectful

- No bullying, harassment, or offensive language.
- Respect all members, volunteers, and youth.

2. Stay Positive

- Share helpful and uplifting stories or ideas.
- Promote Scouting values and local events.

3. Protect Privacy

- Don't post personal contact info publicly.
- Get consent before sharing images/videos, especially of youth.

4. Promote Scout Values

- Integrity, cooperation, responsibility, and respect.
- Support growth, leadership, and outdoor learning.

5. Keep It Relevant

- All posts should relate to Scouting or community youth development.
- No unrelated content or political commentary.

6. No Spam or Sales

- No promotions or product posts.
- This is a space for community-building, not marketing.

7. Report Concerns

- Use Facebook's reporting tools or contact an admin directly.

8. Admin Rights

- Admins may remove posts or users who violate guidelines.

9. Stay Updated

- Follow the page for updates, events, and volunteer opportunities.

10. Be a Role Model

Remember: Youth are watching. Let's build a space where they can thrive.



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Contact Us:

Admin: John Doe

Email: john.doe@scouts.ca

Phone: 555-555-5555

Thank you for being part of our growing Scouting family in the community of Expedition!

Final Tips for Success

- Assign a **passionate local volunteer** to lead online outreach alongside the staff and have them find community pages to like, they know the best groups out there to collaborate with within their community!
- Keep posts **short, visual, and friendly**.
- Use online tools to create your own marketing collateral or use the [Digital Asset Management](#) collateral from Scouts Canada's MARCOM Department or utilize the sample files in this folder.
- Be consistent: **Post weekly**, share photos and respond to comments in a timely manner.
- Celebrate milestones: First info night, first youth interest, etc.
- If your page/group gets suspended due to brand infringement, use the sample attached letter to send to Facebook, however if you follow the naming of the group guidelines and add in the community guidelines, you shouldn't run into this issue!

PLAN.

Before posting to your Facebook page, take time to develop a clear strategy alongside your champion volunteer and define your goals. A well-planned approach ensures your content resonates with your intended audience and supports the successful launch of your Scouting Group or Section.

Consider the following:

- What Section are you opening? (ex. Colony for ages 5–7 or Troop for ages 11–14, etc.)
- Who are you trying to reach? (ex., parents of young children, teenagers, potential volunteers)

Your messaging, tone, and visuals should reflect the age group and community you're targeting. Tailoring your content this way helps build the right audience, spark interest, and create momentum around your Group/Section's launch.



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DO.

Here is a sample 4-Week Facebook Content Plan: New Scouting Group/Section Launch For Junior Sections

Week 1: Introduce the Mission

Goal: Start building awareness. Let people know Scouting is coming and what it's all about.

Sample Post:

Exciting News! 🎉

Scouting is coming soon to [Community Name]! We're building a brand-new group where youth can explore the outdoors, make friends and build lifelong skills—all while having fun!

🌲 Ages 5+ welcome (Beavers, Cubs, Scouts & more!)

Interested in joining or helping out? Drop a comment or message us!

✉️ For more info: [your email]

#ScoutingIn[Community] #AdventureStartsHere #ScoutsCanada

Suggested Visual:





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Week 2: Call for Volunteers

Goal: Recruit adults who want to get involved—even in small ways. Don't forget to post to other community groups to gather up interest from community members outside of the Group!

Sample Post:

Want to make a BIG impact in your community?

We're looking for local volunteers to help launch a brand-new Scouting Group in [Community Name]! Whether you're a parent, former Scout, or just passionate about youth—there's a place for you.

Roles include:

- Helping with meetings
- Organizing events
- Spreading the word
- Admin help (online!)

Ready to learn more? Join our virtual info night or send us a message!

 [Insert Virtual Event Date/Link]

#VolunteerWithScouts #ScoutingIn[Community] #CommunityChampions

Suggested Visual:

- “Volunteers Wanted: Be a Local Mentor!”





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Week 3: Highlight Program Benefits for Youth

Goal: Engage families by showcasing what youth gain from Scouting.

Sample Post:

Why Scouting? Because adventure builds confidence! 🚀

In Scouts, kids gain life skills like teamwork, leadership, and problem-solving—all while having fun outdoors.

- 🏕️ Campfires
- 🧭 Outdoor adventures
- 🌐 Community service
- 🤝 Lifelong friendships

Do you have a child who might be interested? Let us know!

We're working to bring this incredible opportunity to families right here in [Community Name].

✉️ Contact: [email]

#ScoutingMatters #SkillsForLife #FutureLeaders #ScoutsCanada

Suggested Visual:

- Collage of kids doing activities (camping, canoeing, helping others).





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Week 4: Promote Upcoming Info Event

Goal: Drive attendance to an online info session for parents and volunteers.

Sample Post:

Scouting Info Night – You're Invited! 🎉

Curious about how to get involved in starting Scouts in [Community Name]?

Join us for a short virtual session to learn how you (or your child!) can be part of the journey.

Date: [Insert Date]

Time: [Insert Time]

Link: [Set up a TEAMS/ZOOM link for a meeting or a TEAMS/ZOOM webinar which requires advance registration.]

We'll talk about:

- ✓ What programs are available
- ✓ How to volunteer
- ✓ What comes next

Everyone is welcome!

#ScoutingIn[Community] #InfoNight #BePrepared

(**TIP:** Hold more than one event for parents- do several and promote the events socially.)

Suggested Visual:

- Event flyer or calendar reminder graphic: "Scouting Info Night – [Date & Time] – RSVP Today!"





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Bonus Engagement Ideas (Quick Posts):

- **Poll:** “What outdoor activity would your child love most? Hiking / Canoeing / Campfire Cooking / Crafts”
- **“Welcome to All” post:** “Did you know that Scouts Canada welcomes diversity and is an inclusive program for members of all genders, races, and cultures in our Scouting Groups?”
- **Throwback:** Post a vintage Scouting photo and ask, “Were you ever involved in Scouts? Tell us your favorite memory!”
- **Countdown Post:** “Only 3 days until our virtual Info Session! Have you RSVP’d yet?”

REVIEW.

Meet with your champion volunteer and review the process of your strategy.

Did it work according to plan?

Did you get enough volunteers to start up a new Section?

Do you need to do more social engagement?

What did you learn from this process?

What were the positive outcomes?

What can be done differently to create an even more positive experience?