

Social Media

Create a Facebook Business Page and Instagram Page Today!

If you haven't set up a [Facebook business page](#) and an [Instagram page yet](#), now is the perfect time to do it. These platforms make it incredibly easy for families to share your events and showcase the fun your unit is having. By having a presence on both Facebook and Instagram, you can reach a wider audience, engage with your community, and keep everyone updated on your latest activities.

Why You Should Do It:

- **Increased Visibility:** More people can find and follow your unit.
- **Community Engagement:** Families can easily share and comment on your posts.
- **Event Promotion:** Effortlessly promote your events and activities.
- **Showcase Fun:** Highlight the exciting moments and achievements of your unit.

Important Tip: Avoid using Facebook groups or private Instagram pages, as they are not easily shareable with the community. Public pages ensure that your content is accessible to everyone.

Learn How:

- Facebook
<https://www.facebook.com/business/help/366099230478737?id=939256796236247>
 - Instagram <https://help.instagram.com/502981923235522>
 - Connect Facebook and Instagram accounts:
<https://www.facebook.com/business/help/898752960195806>
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Share Your Fun Activities on Social Media

When you post about your activities, special recognitions, community service, etc, make sure to tag the council. This way, we can see, engage with, and potentially share your content:

- **Facebook:** @ncscouts
- **Instagram:** @narragansett_scouts

Why You Should Do It:

- **Increased Engagement:** Tagging the council helps us notice and interact with your posts.
- **Broader Reach:** Potentially get your content shared by the council to a wider audience.

Use Hashtags: Include hashtags in your captions to expose your posts to new people and help us find your content.

- **Example Hashtag:** #ScoutingIsWickedAwesome

By tagging the council and using hashtags, you can maximize your social media presence and connect with more people in your community.

Encourage Parents to Share: Ask parents to share your posts on their own social media accounts. This helps spread the word even further and engages more people in your community.