



# PROMOTING YOUR TROOP ON FACEBOOK

Social media can be a powerful tool for promoting your Troop year-round and particularly in preparation for your Troop's Open House. Facebook provides a platform for easily targeting prospective families based on already established relationships. This can be far more effective, both in time and resources, than flyers alone. There is no silver bullet for promotion, so consider adding social media to the promotions you're already doing, rather than replacing them. This guide is designed to give you tips on how to maximize the exposure of your Troop, as well as how to boost a post or event with minimal expense.

## THE BASICS

Whether or not you decide to spend any money on Facebook promotion, there are a few basics to understand about the platform.

### Terms

Here are a few of the common terms and what they mean:

- **Reach:** Reach refers to how many times a post or event is seen. The greater the reach, the more people have seen it. The highest reach possible is the goal of any promotion.
- **React** (*i.e., Like*): Reactions to a post that increase the reach of a post or event.
- **Tag:** You can tag someone using the @ symbol, followed by a person's name (if they're on Facebook), which will notify them that they were mentioned and increase reach. You can also use the @ symbol to tag groups. Be sure to tag @Trail Life USA. This will help the reach as well as give viewers more options for information.
- **Share:** sharing a post will repost the shared post or event to your own wall and allow others to react to and share it.
- **Boosting:** Boosting a post or event is spending money to greatly increase the reach.

### Personal vs. Group Pages

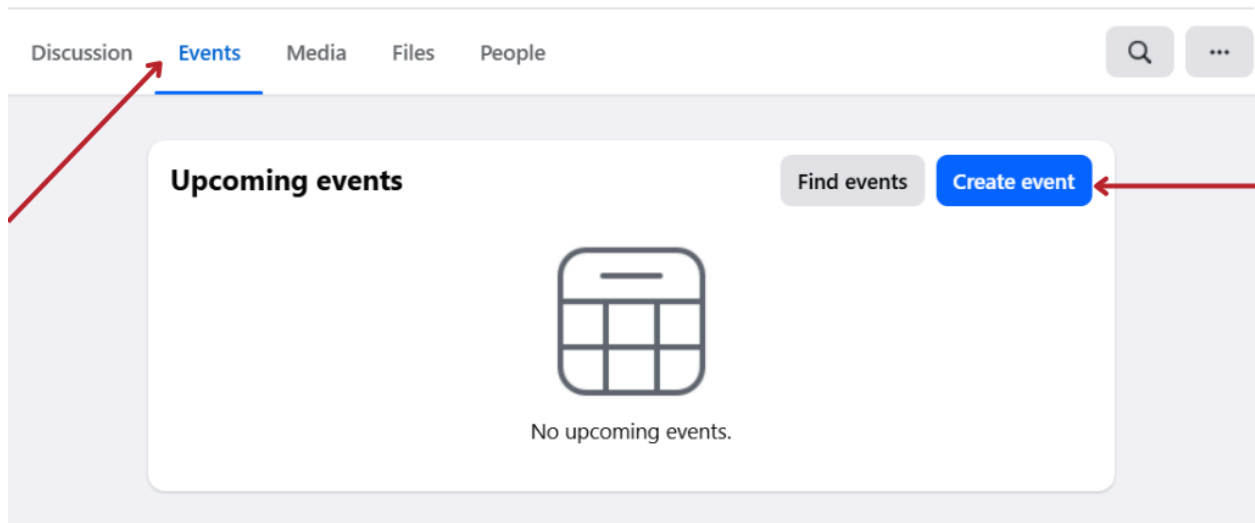
If you have a Facebook account, you have a Personal Page. Here, you can create, like, and share posts, as well as tag friends. These do not have an option for sponsorship. However, it's a great avenue for simply posting directly, making people you know aware of your Troop.

Group Pages allow for more options for increasing reach, as well as providing information directly related to your Troop. The following guidelines on boosting posts and events are geared towards this type of page. If your Troop doesn't have a Group Page, talk to your Troop Committee about starting one. Even if you only have a personal page, be sure to promote by reacting, sharing, and tagging!

## CREATING AN EVENT

In planning your Troop's Open House, creating an event on Facebook is one of the best avenues of promotion. People can see info, indicate if they're planning to attend, and receive automatic reminders about the event. Below is information on how to create and promote an event. You have to be an Administrator of the Group Page to follow these steps.

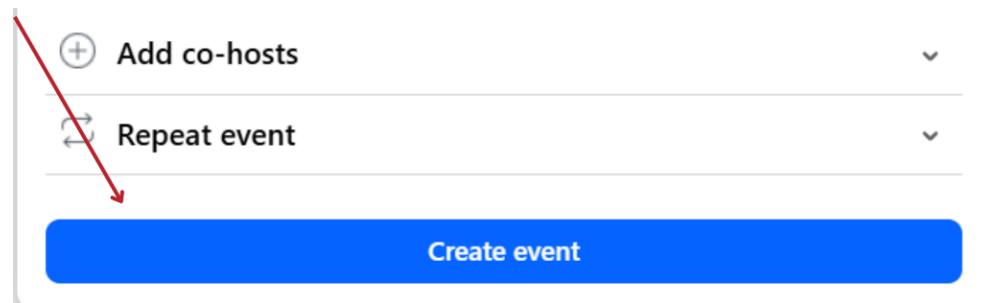
1. Navigate to your Troop's Group Page. Select *Events*, then *Create an Event*.



2. Complete the details on the window that pops up to provide as much information as possible. Check with your Charter Organization on adding them as a co-host. This will increase your reach, but may also cause some questions to be sent to them about the event. Communicating with everyone involved is key!

A screenshot of the 'Create event' window. The window has a title bar with 'Create event' and a close button (X). The main content area features a cartoon illustration of a cabin in a forest with autumn trees. A text overlay on the image says 'Drag or use arrow keys to reposition image' and there is an 'Edit' button. Below the image are input fields for 'Event name', 'Start date' (Sep 26, 2025), 'Start time' (12:00 PM), and 'Time zone' (EDT). A '+ End date and time' link is also visible.

3. Once completed, publish your event by clicking *Create Event*.



### BOOSTING YOUR EVENT

Once your event is created, make sure others in your Troop share the event with their friends. If you really want to be sure your event is seen, consider spending money to boost it.

While in the event, you will see the option to *Boost Event*. Once you select this option, you will be able to select the options for how you want your event boosted. Here are some quick recommendations for how to select the best options:

- **Audience:** This is who you want to target with your event. Create a new audience to target unreached families. This is an extremely important step as you create an audience targeting those who are most likely to attend the Open House. As you create this audience, name is something you will remember so you can use it again in the future if successful.
- **Detailed Targeting:** This allows you to reach potential families who meet certain criteria. You can browse from the list of options to identify the most appropriate for your area. Be sure to look over all the options available in each category. As you select options, you'll see the potential reach grow. This will help you to know how effective your targeting in.
- **Budget & Duration:** Once you have selected the audiences you would like to target, play with the different options for the Budget & Duration to identify what best fits your needs and budget. It's recommended that you set the duration for no less than three days, but no more than seven days per boosted event. This gives families time to plan to attend without forgetting the date.

Once all the settings are adjusted, simply click *Boost* to complete the process.

### NEXT STEPS

Now that your post is boosted, you'll still want to have as many people as possible promote it. Generally, boosting a post will make it appear in your targeted area, but you'll also want to encourage your members to Like, Share, and Tag their friends to increase the reach. When members see other members share it, encourage them to react to it and invite their friends digitally. Each interaction on the post causes the reach to increase, and this includes comments. If you see positive comments, be sure to react and reply to those as well. This is considered organic reach, and is much stronger than the sponsored reach of the boost. Think of the boost as a jump start to get going, while interactions are the momentum to keep it going.

### MEASURING SUCCESS

The value of boosting posts and events really depends on your Troop. Troops have tried to purchase ads over boosting posts, and boosting posts has proven to be much more successful. Posts and events allow you to have more interaction, which is what pushes more views to the event. Not only

will you see a spike in the interactions on the post, but you'll also see more traffic to your Group Page. This will help with long-term promotions beyond the specific post or event. Monitor the interactions on the posts you boost to determine if it's a worthwhile investment for your Troop going forward.