

Engaging new families on social media

Why?

Lots of networks:

Twitter

Snapchat

Instagram

LinkedIn

Tumblr

Medium

Pinterest

YikYak

Don't worry about
any of them.

Facebook

71% of all Internet users

3x more 30 year old+ than
any other network

Build audience

Create content

Engage

Build audience

Share page w/ unit

Reinforce constantly

Post regularly to provide value

Create content

Pictures/video from events

Upcoming meetings

Important notes


Post at least weekly

Engage

Need to pay to reach people
More engagement = more reach
Shares the story beyond unit

- Ed Lynes
- Edit Profile
- FAVORITES
- News Feed
- Ads Manager
- Messages 11
- Events
- Photos
- SJ Scouting 20+
- Sale Groups
- TOPICS
- World & US News 20+
- Sports 20+
- Health & Fitness 20+
- Animals & Pets 20+
- PAGES
- Dorado Systems 20+
- 13p5 15
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad
- FRIENDS
- Close Friends
- APPS
- Games 2
- On This Day
- Words With Friends
- Suggest Edits
- Pokes 1
- Games Feed 20+
- GROUPS

Update Status | Add Photos/Video | Create Photo Album

 What's on your mind?

Public | Post

 **Nick Ochsner** shared **Whitley Law Firm's** photo.
9 hrs · 🌐

My mom penned an interesting blog addressing the way in which many approach the legal system. Worth the read!




Whitley Law Firm
16 hrs · 🌐

"Please don't apologize for calling a lawyer." Click below to read Attorney Ann Ochsner's blog post on the topic.
<https://ncadvocatesforjustice.wordpress.com/>

Like Comment Share

Joe Donahue and 20 others like this.

 Write a comment...

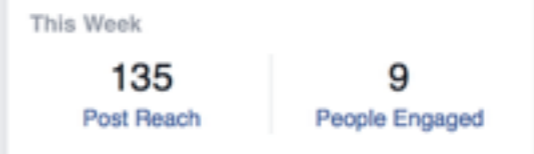
YOUR ADS

 **Garden State Council, BSA**

What Are You Going To Do This Year? ✕

 See how businesses have used Facebook to achieve their goals, and then start your year with new campaigns.

Learn More



Today's Results

 [dk.gardenstatescouting.org/...](https://dk.gardenstatescouting.org/) - Websi...

Ad Set Inactive · 329 Website Clicks for \$117.96

















Ads Shortcuts

3 event invites

 **Stacie Crumbling Pagano** and 1 other

- TRENDING
-  **Windows 3.1:** Internet Archive Releases Over 1,500 Programs From Microsoft's 1990s Operating System
 -  **Columbine High School:** Mother of 1999 Shooting Gunman Dylan Klebold Appears on '20/20'
 -  **Ted Cruz:** GOP Presidential Candidate Removes Ad With Actress Reportedly Featured in Porn Films
- See More

SPONSORED Create Ad

-  **Craig Randolph** likes Escolithia Schawann Stackhouse's post.
-  **MaryAnne Morrison** added 2 new photos. 10 - time to end the se and paddle off to other
-  **D Jic Curran** likes Bill Tedder's post.
-  **Rod McDaniel** likes J Lamont Jackson's pho
-  **Dan Zitofsky** likes Me Health.
-  **Glenn Greubel** likes Antonio Orellana's vid
-  Kira Bryers
-  Keola Nakamoto
-  Lauren Bigelow
-  Matt McCarthy
-  Jamisean Patterson
-  Joe Caiazza
-  Ben Stilwill
-  MaryAnne Morrison..
-  Steve Balady
- MORE FRIENDS (20)
-  Aubrie George

What Are You Going To Do This Year?
 See how businesses have used Facebook to achieve their goals, and then start your year with new campaigns.
[Learn More](#)

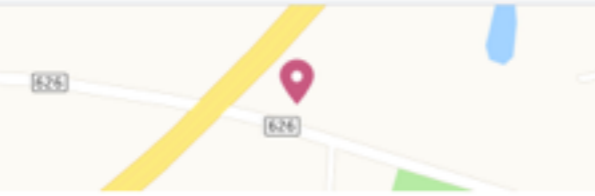


SJ Scouting
 Youth Organization · Camp · Educational Camp

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ABOUT



693 Rancocas Rd
 Westampton Township, New Jersey
 (609) 261-5850
<http://www.sjscouting.org/>

Status Photo / Video Offer, Event +

Write something...

SJ Scouting
 Published by Stacey Ehling [?] · February 1 at 9:22am · @

Scouting and Family: Perfect Together! This story shows how Scouting can enhance your family relationships.



Promote

THIS WEEK

- 1 Post Reach
- 0 Post Engagement
- 0 Sign Up
- 0 Website Clicks

Recent
 2015
 2014

- Craig Escollith Stackho
- MaryAn added 2 10 - time and pad
- D Jic C Tedder's
- Rod Me Lamont
- Dan Zit Health.
- Glenn G Antonio
- Kira Bry
- Keola N
- Lauren
- Matt Mo
- Jamiser
- Joe Cal
- Ben Stil
- MaryAn
- Steve B

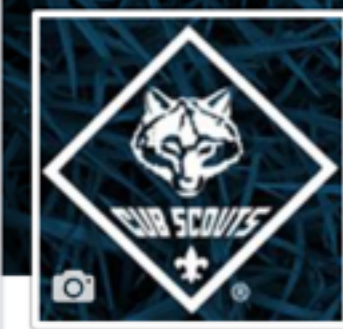
MORE FRIENDS

Aubrie

Search

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- Craig Randolph** likes Escolithia Schawann Stackhouse's post.
- MaryAnne Morrison Cline** added 2 new photos. Day 10 - time to end the series and paddle off to other...
- D Jic Curran** likes Bill Tedder's post.
- Rod McDaniel** likes Julius Lamont Jackson's photo.
- Dan Zitofsky** likes Men's Health.
- Glenn Greubel** likes Antonio Orellana's video.

- Recent 2015
- Kira Bryers 1h
 - Keola Nakamoto
 - Lauren Bigelow 4h
 - Matt McCarthy 5h
 - Jamisean Patterson
 - Joe Calazzo 15m
 - Ben Stilwill 59m
 - MaryAnne Morrison...
 - Steve Balady
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- Aubrie George

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<http://www.sjscouting.org/> [Boost Website](#)

Status Photo / Video Offer, Event

Write something...

[Close](#) [Skip](#) [Invite Friends](#)

Invite Your Friends

The more people your Page is connected to on Facebook, the more active and engaging it will be. Invite your friends to build your audience. [Learn more.](#)

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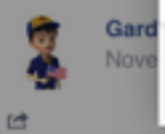
Page

693 Rancoc Westampton (609) 261-58 http://www.sj

PHOTOS



VISITOR POSTS



Like · Comment

Boost Post

AUDIENCE

People who like your Page [?]
 People who like your Page and their friends [?]
 People you choose through targeting [?]

Location Westampton Township, NJ, United States [Edit](#)

BUDGET AND DURATION

Total budget

Estimated People Reached

Refine your audience or add budget to reach more of the people that matter to you.

Duration

Run this ad until


You will spend \$2.50 per day.

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DESKTOP NEWS FEED

SJ Scouting Sponsored · [Like Page](#)

Scouting and Family: Perfect Together! This story shows how Scouting can enhance your family relationships.



Scouting Strengthens Family Bond Across Three Generations - Scouting Newsroom

Although separated by decades in age, three Eagle Scouts from the Twin Rivers Council are proving age is but a number for a family with a close-knit bond like...

SCOUTINGNEWSROOM.ORG

Like Comment Share

Cancel Boost

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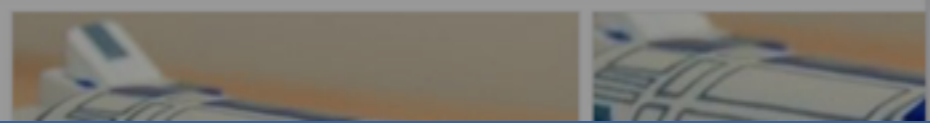
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May the force be with you! Scouters love Star Wars!!!



Thanks!