



Post Your Colors | Social Media Toolkit

Thank you for your commitment to the Scouts! By encouraging your friends and family to post their colors, you're sharing the true reach and impact of Scouting.

Simple Steps for Success:

1. Engage and share with your network! Make it personal or repost content from the Boy Scouts of America's social accounts throughout the event. This is a time to celebrate everything you love about Scouting!
2. Be sure to maximize all of the social media channels you're a part of. You never know which one will reach just the right person at just the right time.
3. Visit PostYourColors.org often to check up on the number of flags, the leaderboards, and prizes for news to share with your network.

Tips, Tricks, and Sample Posts:

1. Whatever you decide to post, don't forget to include **#PostYourColors!**
2. Tag any of the Boy Scouts of America's social media accounts!
 - a. On Facebook, type **@theboy scoutsofamerica** and you should be able to tag us just like you would your friends
 - b. On Twitter you can find us by typing **@boy scouts**
 - c. On Instagram you can either tag us in your caption by using **@boy scoutsofamerica** or **#PostYourColors**
3. Follow the Boy Scouts of America's sponsored pages to share those "official" posts directly
 - a. [Facebook](#)
 - b. [Twitter](#)
 - c. [LinkedIn](#)
4. Give your Facebook profile a touch of Scouting spirit by uploading the *Post Your Colors* cover photo found in your toolkit:



File name: BSA_FBCoverImage.jpg

5. Give your Facebook and Twitter profiles a touch of Scouting spirit by uploading the *Post Your Colors* profile images found in your toolkit. There are two options available:



File name:
BSA_ProfileImageA.jpg



File name:
BSA_ProfileImageB.jpg

6. Sample Posts

Help ensure the future of Scouting by spreading the word — and earn points for everyone you recruit! Copy and paste the personalized link found under the “Scout Shout Out” section on PostYourColors.org. Use this link with each post.

Facebook:

- a. **Customizable Example:** I will never forget the first time my son earned a badge as a Cub Scout. He was so proud! I love the way Scouting is helping him make new friends and learn new things. That’s why I’m a part of #PostYourColors and I hope you will be too. *[Share a favorite memory, maybe even with a photo, from your child’s Scouting experience and encourage friends to show their support for your child by posting their colors.]*
- b. **Customizable Example:** I still have my Scout Handbook, and sometimes, when I’m struggling with something, I still look back to the Scout Law for guidance. If you think I’m trustworthy, loyal, helpful, and all the rest of it, join me and #PostYourColors to support Scouting today! *[Share the impact of being a Scout on your own life and encourage friends to consider how that has impacted them.]*
- c. **Customizable Example:** I love volunteering with the Boy Scouts! I get to make a real impact on the lives of tomorrow’s leaders. Plus, it’s a lot of fun! Will you join me to #PostYourColors to support Scouting today? *[Share what you love about volunteering and how it’s changed your life and the lives of the kids.]*
- d. **Customizable Example:** John says, “I love going to my Scout meetings, and right now I’m working on my Archery merit badge. Last week I learned how to build a safe campfire. I think Scouting is great.” Support John and all the other Scouts — #PostYourColors today! *[Share words directly from your Scout about the experience and benefits.]*

Twitter:

- a. #PostYourColors starts today! Join me and show your support for #Scouting
- b. #Scouts Leave No Trace but #Scouting is an indelible experience. #PostYourColors
- c. Know a Scout? Love a Scout? Celebrate all things #Scouting! #PostYourColors
- d. Share your love of #Scouting and compete for great prizes! #PostYourColors
- e. The future of #Scouting starts with you and me. #PostYourColors now
- f. #PostYourColors ends August 11. Don’t miss out — show your love of #Scouting today!

Upload this banner as a companion to your Twitter or Facebook posts:



File name: BSA_SocialBannerA.jpg

- 7. Instagram Ideas.** Whatever you decide to post, don't forget to include #PostYourColors!
 - a.** Post a photo or video of you with Scouting gear.
 - b.** Post a quick video explaining what Scouting means to your family.
 - c.** Get silly!

After the *Post Your Colors* event, be sure to post a thank-you to everyone who joined in. Let them know that their support for Scouting meant a lot to you personally.