

## SCOUTING FOR FOOD

### SOCIAL MEDIA TIPS

Social media is a wonderful way to cultivate support from friends, family, and the community at large by tagging the food banks we are supporting, Grand Canyon Council, and your own pack, troop, crew, and chartered organization. Be sure to recognize any community partners, such as the schools or churches your units meet at and promote any collection sites that the community could bring donations too.

Promoting your campaign will not only help you cultivate more support to help those in need, but it can also help you recruit new scouts and leaders!

First, be sure to follow and like Grand Canyon Council and the food bank(s) you'll be supporting!

- Grand Canyon Council BSA
  - [https://twitter.com/gcc\\_bsa](https://twitter.com/gcc_bsa)
  - <https://www.facebook.com/GrandCanyonBSA/>
- Association of Arizona Food Banks
  - <https://twitter.com/aafb>
  - <https://www.facebook.com/azfoodbanks>
- United Food Bank – Mesa
  - <https://twitter.com/UnitedFoodBank>
  - <https://www.facebook.com/UnitedFoodBank>
- St. Mary's Food Bank Alliance – Phoenix, Surprise, Flagstaff
  - <https://twitter.com/StMarysFoodBank>
  - <https://www.facebook.com/firstfoodbank>
- Yuma Community Food Bank
  - <https://twitter.com/yumafoodbank>
  - <https://www.facebook.com/yumafoodbank>

When you are tagging:

- **On Twitter**, type "@" immediately followed by "UnitedFoodBank", "GCC\_BSA", "AAFB", "StMarysFoodBank", or "YumaFoodBank"
- **On Facebook**, use an @ symbol to tag a food bank or Grand Canyon Council. We should appear around the time you get to "@Yuma Community Food Bank" - click on the tagged organizations name to tag them. You can't copy/paste or use @Tag, so be sure to type it in!
  - "@Yuma Community Food Bank"
  - "@St. Mary's Food Bank Alliance"
  - "@United Food Bank"
  - "@Grand Canyon Council BSA"

**TWEETS** – Use a # to tag Scouting4FoodAZ and see other units' posts! Below are a few post suggestions you could use!

- Scouting for Food kicks off tomorrow! Donate food to help us fight hunger with @(foodbank name). #Scouting4FoodAZ
- (Pack/Troop Name) is fighting hunger in Arizona with @(FoodBank name)! Help us by donating at (unitedfoodbank.org) #Scouting4FoodAZ
- So far, we've collected (#) cans to help @(food bank name) fight hunger. Help us reach our goal of (#)! #Scouting4FoodAZ
- We're fighting hunger and you CAN help! #Scouting4Food *\*Include picture of a can or of your collection so far.*

**FACEBOOK POSTS:**

- Scouting for Food kicks off tomorrow! Donate food to a Boy Scout or online at UnitedFoodBank.org to help us fight hunger with (tag: @"Food Bank" )!
- (Troop Name) is fighting hunger in Arizona with (tag: @Food Bank name)! Be a Hunger Hero by supporting your local food bank!
- So far, we've collected (#) cans (or pounds, or dollars) to help (tag: @ Food Bank Name) fight hunger in our community! Help us reach our goal of (#).

**OTHER SOCIAL MEDIA SUGGESTIONS:**

- Create a wall of Hunger Heroes – every time a scout brings a donation, they get to put their name on a heart and place it on the wall. Share your wall's progress on Facebook and Twitter!
- Share pictures of scouts collecting donations.
- Ask your scouts why it's important to them to help hungry Arizonans and share their answers on Facebook and Twitter (be sure to tag ScoutingForFood!)
- Take a picture of all the donations you've collected at the end of the Food and Fund Drive and share it with us on Facebook and Twitter.
- Online donations can be made on behalf of Scouting for Food at [careandshare.org/scoutingforfood/](http://careandshare.org/scoutingforfood/)

Questions? Contact Matthew Graham at [Matthew.Graham@scouting.org](mailto:Matthew.Graham@scouting.org)