

Geofencing: Recruiting More Scouts Through Facebook

What if you could send parents an invitation to attend a Join Scouting event directly through Facebook? By creating an event on Facebook and 'geofencing' it, you can. It's easy, affordable and it's a great way to reach parents with a message to join.

Here's how it works.

Geofencing allows you to set a geographic virtual boundary around a specific location or locations. Once the virtual barrier is established through a platform like Facebook, for instance, we can set up triggers that will send our chosen audience an ad when their mobile device enters the specified area.



There are 2 ways that you can try out Geofencing.

1. Make sure that your District Executive has your fall membership date 16 days before your fall recruitment. This fall, we are participating in a pilot program from the national council and will set up a geofence for your unit's primary recruitment night. There is no cost to your unit; however, you will need to make sure that you have your information turned in at least 16 days in advance of your recruitment event. There will be more details coming out over the summer months. All you need to do is provide the information and then make sure you plan a fantastic recruitment night.
2. Your unit can opt to try it for yourself. Your unit can set up a geofence at any time. The steps for setting up a geofence are pretty straight forward. The instructions are below. You can set your geofence up for as little as \$15 for about 2 weeks.

Steps to Set Up a Geofence

1. Log into your Facebook page
2. Click Events
3. Create Event
4. Enter the information for the event (unit recruitment night, for example)
5. After your event is created, boost your event by clicking on the event-boost button
 - o Audience – this is where you will edit
 1. MEN/WOMEN AGES (Pick an age range you want to target)
 2. LOCATION – push location and within **5 mile** radius; Your strategy for geofencing will look different, depending on whether you're located in an urban or rural area. Rural locations will have to broaden their geographic search.
 3. LIMIT ON DOLLARS – minimum \$1.00 per day; and enter payment parameters

TIPS:

- Make sure you are using the [BSA Brand guidelines](#)
- Use high resolution graphics for the event
- You can target any location and then look for schools around that location
- Don't forget the small details – for example, room location
- DO NOT change the event after it is posted
- AVOID co-hosted events

Facebook also has some great tools to see how effective your post was and how many people saw it. Keep track of all of your Facebook events so that you can see what works for your unit.