Social Media Tips to Grow Your Troop

Posting on social media is a great way to get the word out that your troop is open for a few more girls. From reaching your friends and family on your personal page to connecting with online community groups, there are so many opportunities to invite new Girl Scouts to join.

Here are some easy photo/video* ideas to create an eye-catching visual for your post:

- **Use one of our photos** to help showcase the Girl Scout experience and inspire others to get involved.
- **Get artsy with your Girl Scout and make a "Join my troop" sign** with craft supplies and recycled materials you already have at home. Document the process and then take a picture of her proudly holding the finished artwork.
- **Pretend your Girl Scout is walking in a fashion show** or being photographed by paparazzi the first time she puts on her new uniform.
- **Make a "Troop Goals" list with your Girl Scout.** Have her write her biggest wishes for this year of Girl Scouts and end the list with "adding YOU to my troop!"

**Make sure you have permission from caregivers to post photos/videos of their children before including them in your visuals.*

- **Captions are an important place to share the details; be sure to include:**

- **What girls will experience:** making friends, exploring new interests, and building confidence.
- **Who you're looking for:** Daisies in grades K-1 and/or Brownies in grades 2-3, etc.
- **"Send me a message and I'll help you get started!"** This helps ensure new families are connected with your specific troop and gives you an opportunity to answer questions before sharing the link to join.

Don't forget to tag @girlscouts and your council so we can celebrate your post with you!