

# Reaching the Digital Generation

Using Technology and Platforms to  
Connect with Scouts



**Scouting  
America**

W. D. Boyce Council



WDBoyce.org



WDBoyceBSA



WDBoyceCouncil138

# Your Map to Success



A group of Scout campers in a forest, seen from behind, with their hands raised and stacked together in a team-building exercise. They are wearing light-colored t-shirts. In the background, a yellow rope is strung across the forest, possibly for a game or obstacle course. The scene is set in a lush green forest with many trees.

# Trailhead : Getting Started

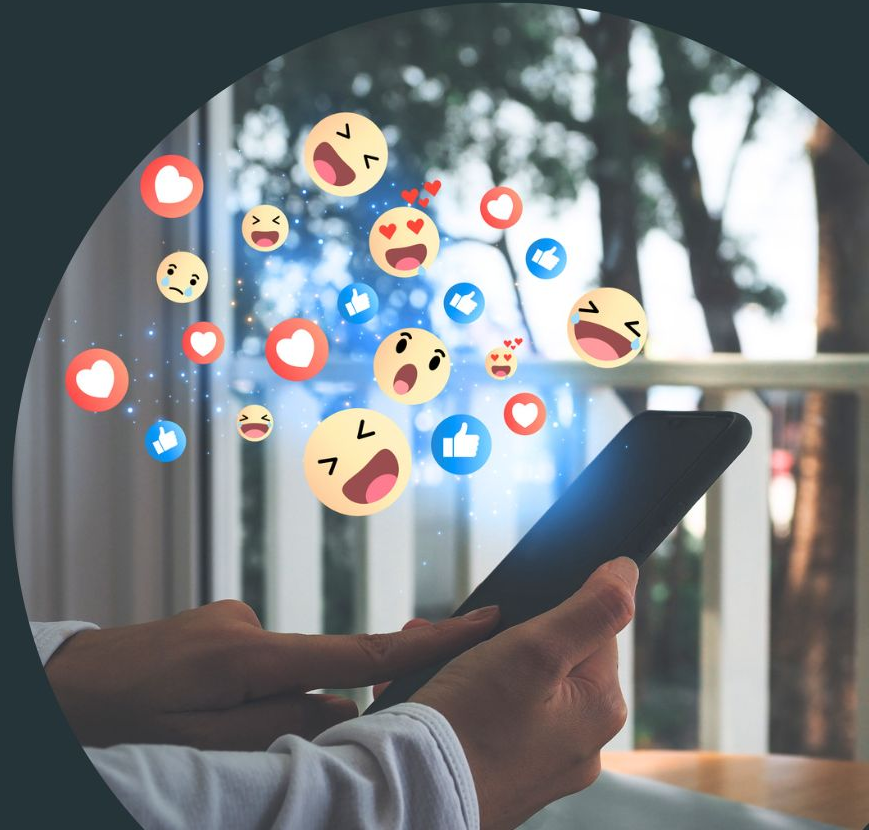


**Scouting  
America**

W. D. Boyce Council

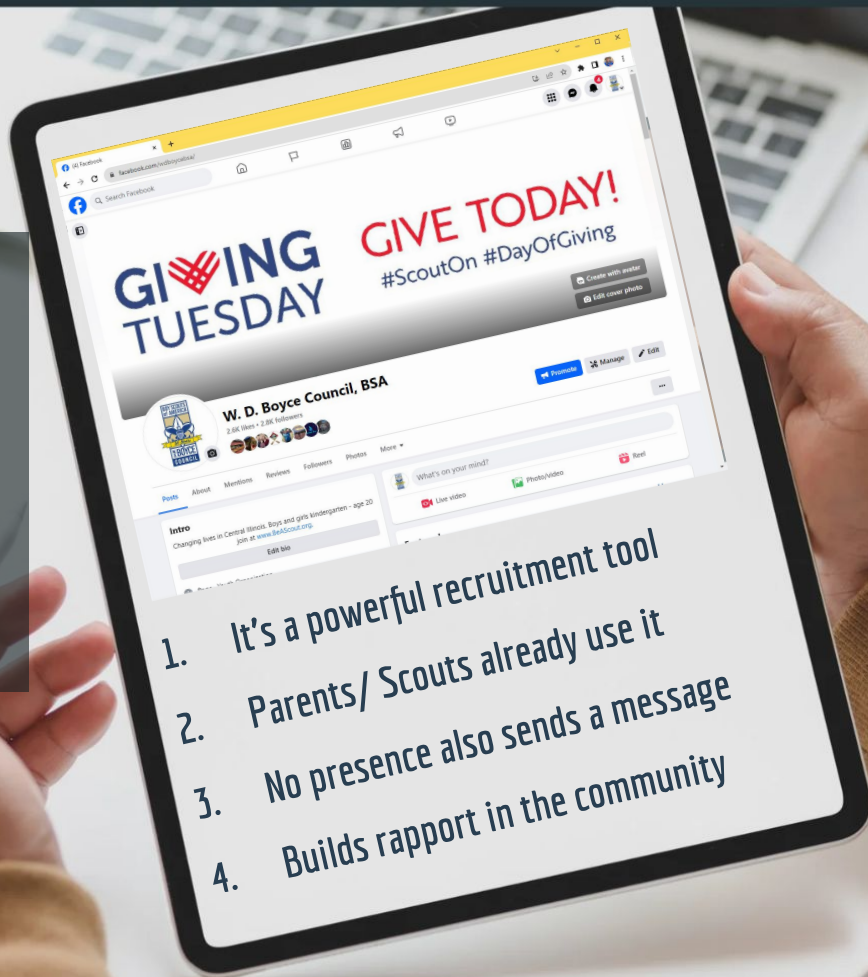
According to Tufts University, social media refers to the means of **interactions** among people in which they **create, share**, and/or exchange information and ideas in **virtual communities** and networks.

It is about **conversations, community, connecting** with the audience and **building relationships**; not just a broadcast channel or a sales and marketing tool.



# Why Should Social Media Matter to You?

1. It's a powerful recruitment tool
2. Parents/ Scouts already use it
3. No presence also sends a message
4. Builds rapport in the community



# Your Audience is Already on Social Media

## Did you know? In the US:

- 72% of people use social media
- Average spend 2.5 hours per day on social media
- 60% of all search traffic is on Google

## Online channels allow you to target people based on:

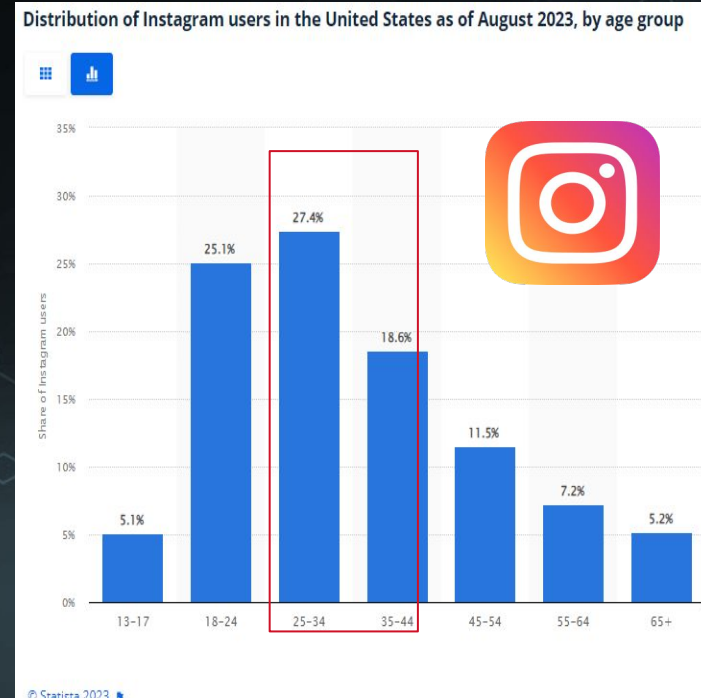
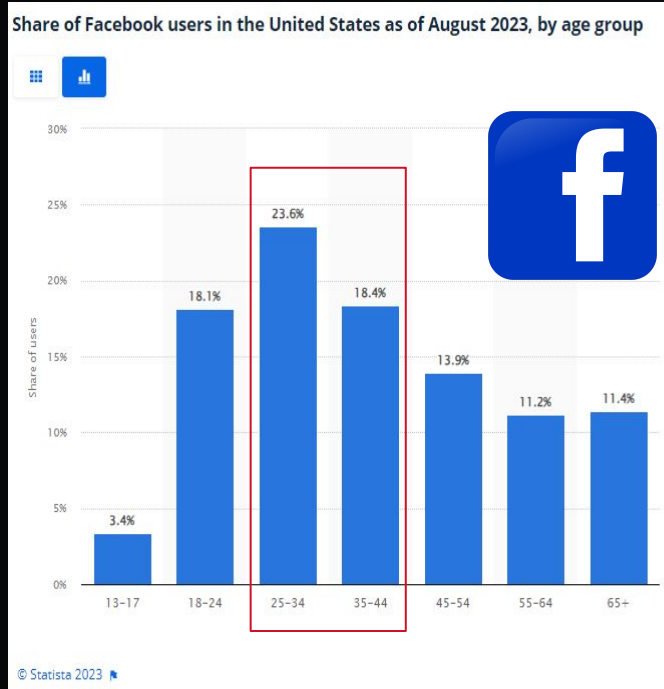
- Demographics such as age, income, gender, marital status, etc.
- Interest and lifestyle characteristics
- Online behavior such as website visits

In addition, 79% of parents who use digital and social media seek information from their online networks.

- Social media - 51%
- Close friends and family - 49%
- School newsletter - 33%
- Search engines, such as Google - 31%

*\* Data from 2021 BSACAC poll*

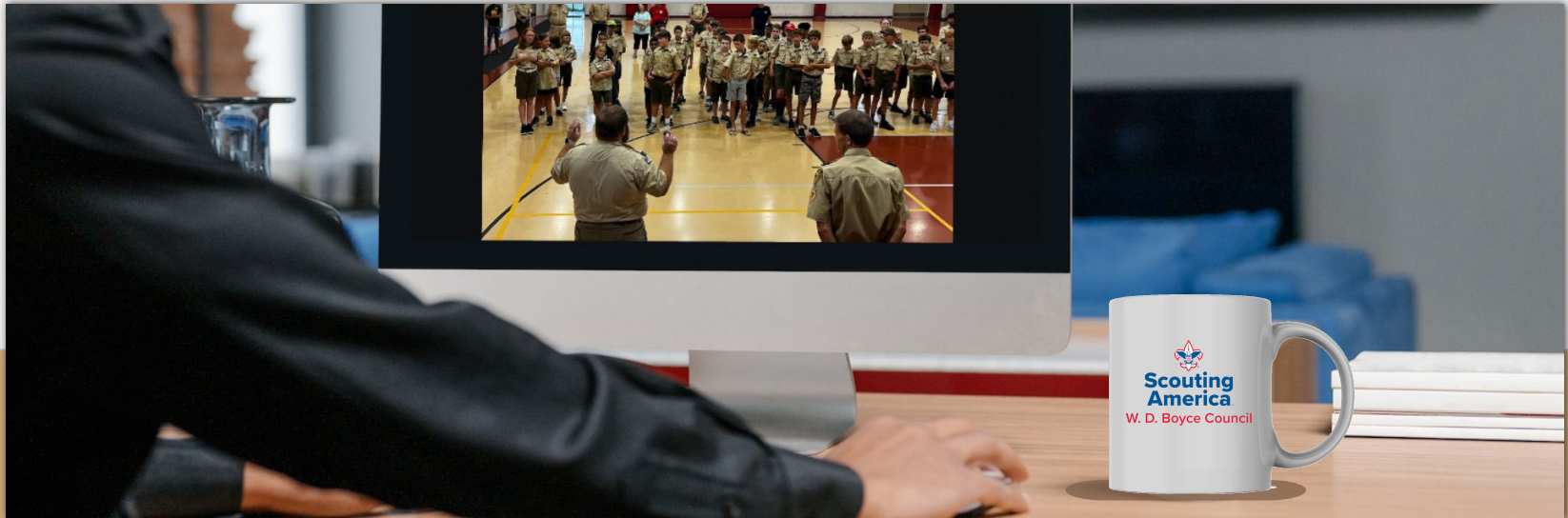
# Where Do Parents Look for Activities?



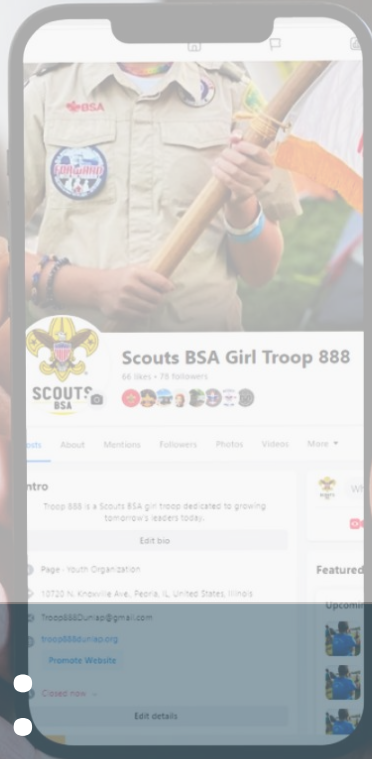
# Impact on Scouting

Social media is a 24-hr home for your unit where members of the public may drop by and watch or participate at any time of day or night.

<https://scoutingwire.org/social-media-guidelines/>



# Mile Marker 1: Establishing Presence



# Everyone Has a Role

**Unit Level Leaders** drive Scouting by interacting regularly with Scouts, parents and community members.

Most Units use a variety of communication channels already, for example:



Direct Mail  
Flyers  
Booths  
Phone Calls

Email  
Text  
Video  
Conferencing  
(Zoom)

Discord  
Snapchat  
Slack  
Teams

Website  
Google  
(search returns,  
placement, ads)

Facebook  
Instagram  
Twitter  
(organic and  
paid content)

# Where do I start?

Each of the boxes represents an **online communication channel**. To reach everyone, it takes a **combination approach**. Luckily, it's easier when you understand when to use each one.

## Website:

Potential Scouts

Calendar

Troop History

Policies and Procedures

Landing Pages

## Facebook:

Sharing Photos

Recruitment

Public Image

Fundraising

Build Partnerships

Curated Content

## Instagram:

Recruitment

Build Image

Trends

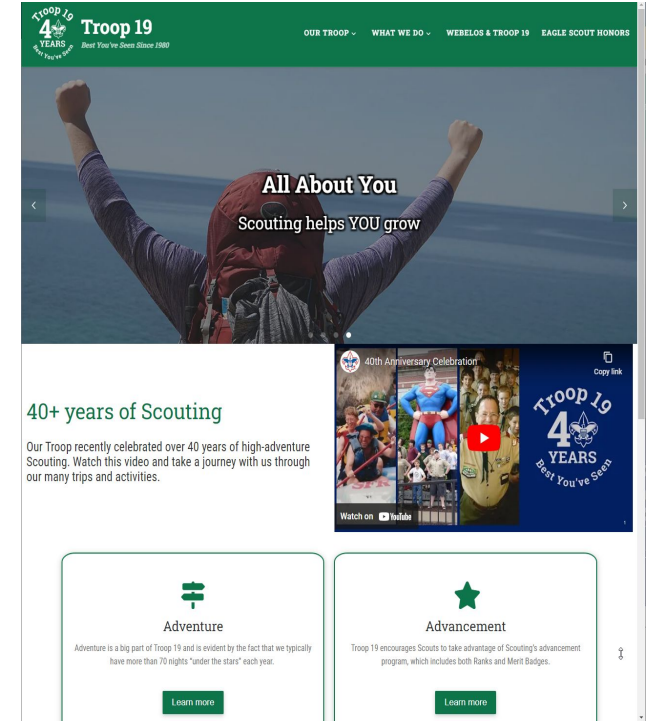
Events

Original Content

# Your Unit Website - A Digital Home

**Want a top notch site?** Check out this great advice from Aaron on Scouting:

- **Focus on Prospective Scouting families:**  
The website serves as a billboard and brochure as families “shop around” to decide which pack, troop or crew they want to join.
- **For Current Scouting families:** The website hosts a unit calendar, provides contact information for leaders, and offers a way to share important pack, troop or crew news.



**Source:** <https://blog.scoutingmagazine.org/2019/12/11/check-out-some-of-the-best-troop-pack-and-crew-websites-of-2019/>

# Pause for a Closer Look:

## *How to Build a Website*

- ❑ Choose a website builder platform
- ❑ Determine your value proposition
- ❑ Create engaging content
- ❑ Use videos/ images that represent your Unit
- ❑ Find and register your URL
- ❑ Promote your website
- ❑ Update frequently, but keep it evergreen



- About Us
- Adult Leadership
- Earning Rank
- Campouts
- Gear

# Troop 888

## Dunlap, IL



An Experience as Unique as You Are



Join Now

Welcome to our area's premier youth development program.

Outdoor adventure, community service, career exploration, life skills, character development, and lifelong friendships... and that's just last month's agenda. Come find out why there is no other program like Scouting.

### All Are Welcome

Troop 888 does not and shall not discriminate on the basis of race, color, religion (creed), age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.



### Whitewater Rafting Campout

Epic memories made! The rafting course was extremely fun and the troop learned a ton on this outing. Scouts spoke with experts about the creation of the waterway, how the rapids are created, and even were able to watch the dam being opened and see for themselves how the flow rate changed the water surface quickly. They also had some safety lessons from the lifeguard and even practiced throwing a lifesaving line.

Scouts that hustled were able to traverse the course up to 11 times! By the end, Scouts were able to navigate the rapids backwards!

Special thanks to Mr. Kravetz for his extensive efforts in making this happen. His passion for kayaking made this event what it was.



### '23 BSA National Jamboree

What's better than waking up to a new adventure every day? Doing it with 14,000 of your closet friends! Five members of our troop joined our council's contingent for an epic 10 day journey that will never be forgotten.

Highlights including zip lining, whitewater rafting, leadership training, and the cutest little bear cubs in the world.

Check out our detailed [blog](#)!



### Summer Camp @ Ingersoll (ISR)

What a difference a year makes!

This year our troop filled our own campsite! Not only did the ladies do a fabulous job keeping their site clean, they exhibited overall Scout Spirit worthy of the highest honors: The Baden Powell Award.

Way to go, ladies!





## Scouts depart Central Illinois for National Scout Jamboree

By Emily Ries, Jon Schoenheider and Victoria Williams for 25News Now

For the first time since 2017, thousands of Scouts will gather for the National Scout Jamboree, including Troops from Central Illinois.

Excitement was in the air as 63 Scouts from the W. D. Boyce Council contingent gathered in East Peoria Tuesday morning to leave for their 10-day adventure.

The Scouts are on their way to the Summit Bechtel Reserve in West Virginia, which they'll arrive at Wednesday after spending the night camping in Friendship, Ohio. They'll be joined by 20 more Scouts from Champaign's Prairielands Council.

For the full story, click [here](#).



## 2023 Scouts BSA National Jamboree will be the first to include female Scouts

By Isabela Nieto for WCBU

The 2023 Scouts BSA National Jamboree will be the first Jamboree in Scouts history to include troops of all-female Scouts from around the country for the week-long outdoor gathering.

The Jamboree will take place at the Summit Bechtel Family National Scout Reserve in West Virginia. Every four years, the National Jamboree hosts thousands of Scouts from around the country.

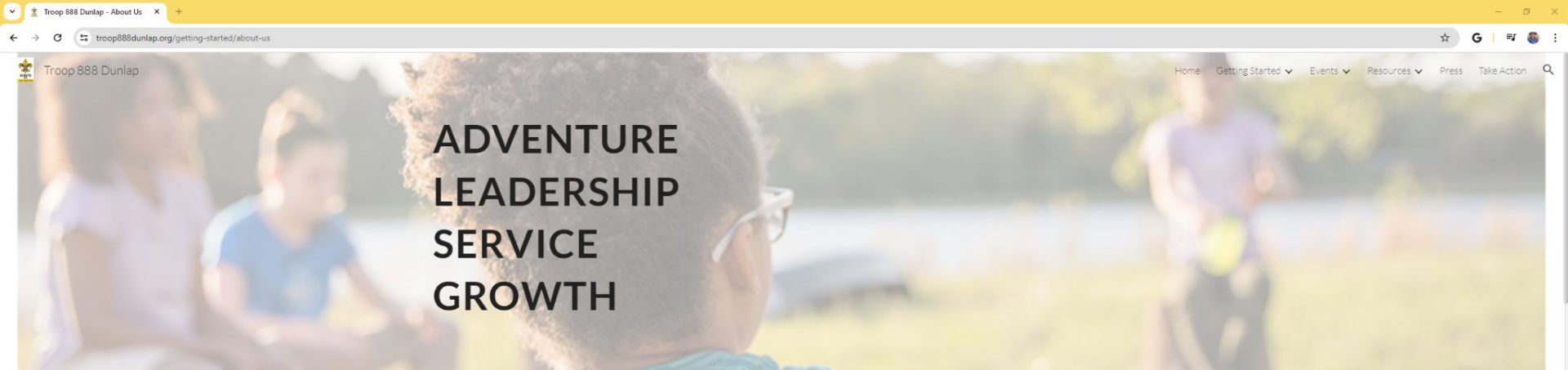
The W.D. Boyce Council, which is the governing body of the Central Illinois district of Scouts BSA, will send nearly 80 scouts to this year's Jamboree.

Read full article [here](#).



## 60 Illinois Scouts Depart for National Jamboree

By Isabela Nieto for WCBU



# ADVENTURE LEADERSHIP SERVICE GROWTH

## Who are we?

Troop 888 is a Scouts BSA girl troop dedicated to growing tomorrow's leaders today with a focus on building character and giving back to the community.

We operate in the Dunlap/ Peoria area working in partnership with boy Troop 88.

10720 Knoxville Ave  
10720 Knoxville Ave, Peoria, IL 61615  
[View larger map](#)  
[Directions](#)

**Scouts BSA Girl Troop 888**  
about 2 years ago

Join now and get back outdoors.  
#beascout

## Troop Meetings:

Monday nights when Dunlap 323 is in session  
Arrival time: 6:45 pm (earlier on merit badge class nights)  
Meetings generally include a group skill time, patrol time, skill tests, and campout/meal planning.  
Parents are encouraged to join us at 8:15 pm as we conclude each meeting with announcements and troop updates.

## Patrol Leader's Council:

Scouts take turns being in charge of their patrol in order to gain leadership experience. Our troop is scout-led; that means the scouts plan and lead most of our meetings and events.  
They have the support of a large group of adult volunteers and mentors to help them do their best.  
Patrol Leaders Council meets the first Tuesday of each month during the school year. Meetings begin at 6:30 pm and pizza is served.

# Things to Remember for Websites

1. **Use free resources:** Attractive, mobile-friendly, current themes are available for use, check out the digital marketing guide: <https://scoutingwire.org/marketing-membership-2/digital-marketing/>
2. **Remember internet safety:** Follow Scouting America's Cyber Safety guidelines and Social Media Guidelines to keep young people safe online.
3. **Stay on brand:** Consult the Scouting America Brand Identity Guide to make sure that your site is seen as part of the movement.
4. **Strive for "one source":** Whenever possible, link or embed directly from the source to ensure posted Scouting America content is up to date. Check for your website regularly for broken links or expired content.

**Source:** <https://blog.scoutingmagazine.org/2019/12/11/check-out-some-of-the-best-troop-pack-and-crew-websites-of-2019/>

# Safety Notes: Personal Identifiable Information PII

## DO:

- Use First Name and Last Initial (when needed)
- Use Town, City, State
- Check for people in the background
- Attain an annual photo release each year
- Use Brand Center Content

## DO NOT:

- Use Full Names
- Use Addresses
- Use phone, email or social media IDs
- Reference School or Venue  
(when possible)

# Safety Notes: Threats and Negative Comments

- Do not delete comments (unless they violate Scouting America Social Media Policy)
- Report to unit and Council leadership.
- Having multiple admins helps keep channels monitored.
- External media requests should always be referred to the Council Scout Executive or [pr@scouting.org](mailto:pr@scouting.org)

# Tough Topics and How to Address Them

## Chapter 11 Reorganization

- Scouting America's Chapter 11 was the largest, most complicated bankruptcy re-organization in U.S. not-for-profit history. It should generally be avoided as a unit level topic and if there are questions or concerns, prefer them to your Council Scout Executive.
- Media inquiries of this nature should ALWAYS be referred to [pr@scouting.org](mailto:pr@scouting.org).

## Emergency or Crisis Communications

Anytime you are in a situation where there is significant injury, fatality, police intervention or media interest you have now entered the world of "crisis communications."

- First priority: Call 911 if fire, ambulance or police are needed
- Second: Contact your Scout Executive
- Third: Please do not speak to media. Refer media inquiries to your Scout Executive or [pr@scouting.org](mailto:pr@scouting.org)

# Pause for a Closer Look:

## *Facebook Basics*

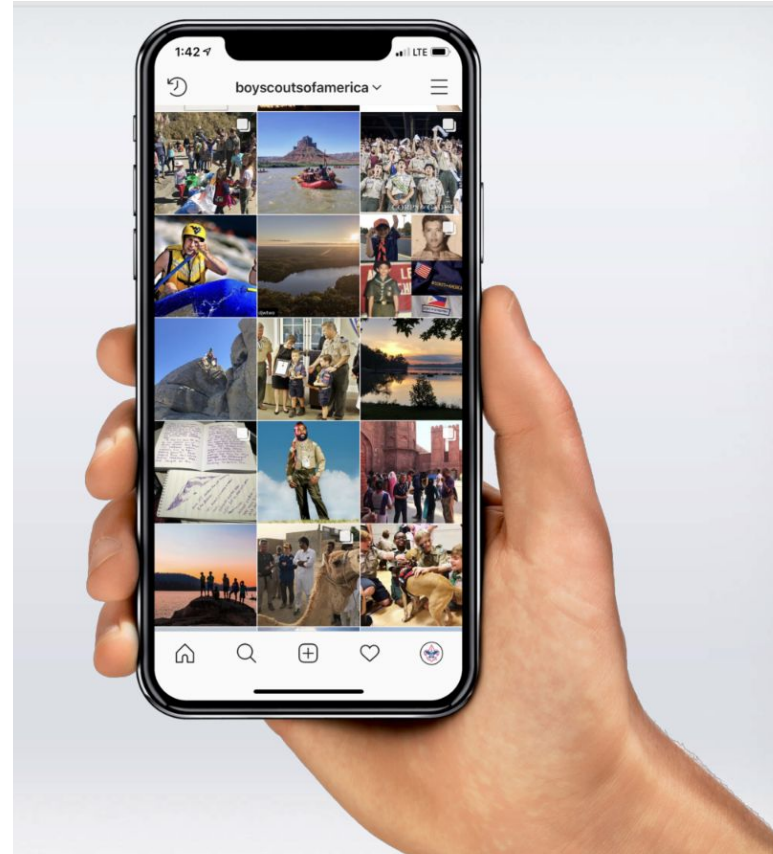
- ❑ Reels vs posts
- ❑ Pages vs groups
- ❑ Reshare vs original content
- ❑ Paid vs organic
- ❑ Timeline housekeeping



# Instagram

With over **1.4 billion daily users**,  
**95 million photos and videos** shared per day,  
and **2 billion likes** happening **each day**,  
Instagram photo and video sharing is one of  
the most engaging channels on social media.

You can share pictures and short videos with  
those in your network, giving them a glimpse at  
what Scouting has to offer.



**Source:** <https://blog.hootsuite.com/instagram-statistics/>  
Visited October 2023

# Proven Ways To Use Instagram

1. **Add hashtags** to your image descriptions.  
Pictures with hashtags get nearly **2x** the amount of interaction as those that don't.
2. **Follow people, and like their content**  
If you want interaction, you need to interact
3. **Choose a filter** and make it your own
4. **Use Instagram video**  
Instagram will allow you to take 15-second videos and post them to your account

## 33:1

### Comment Ratio

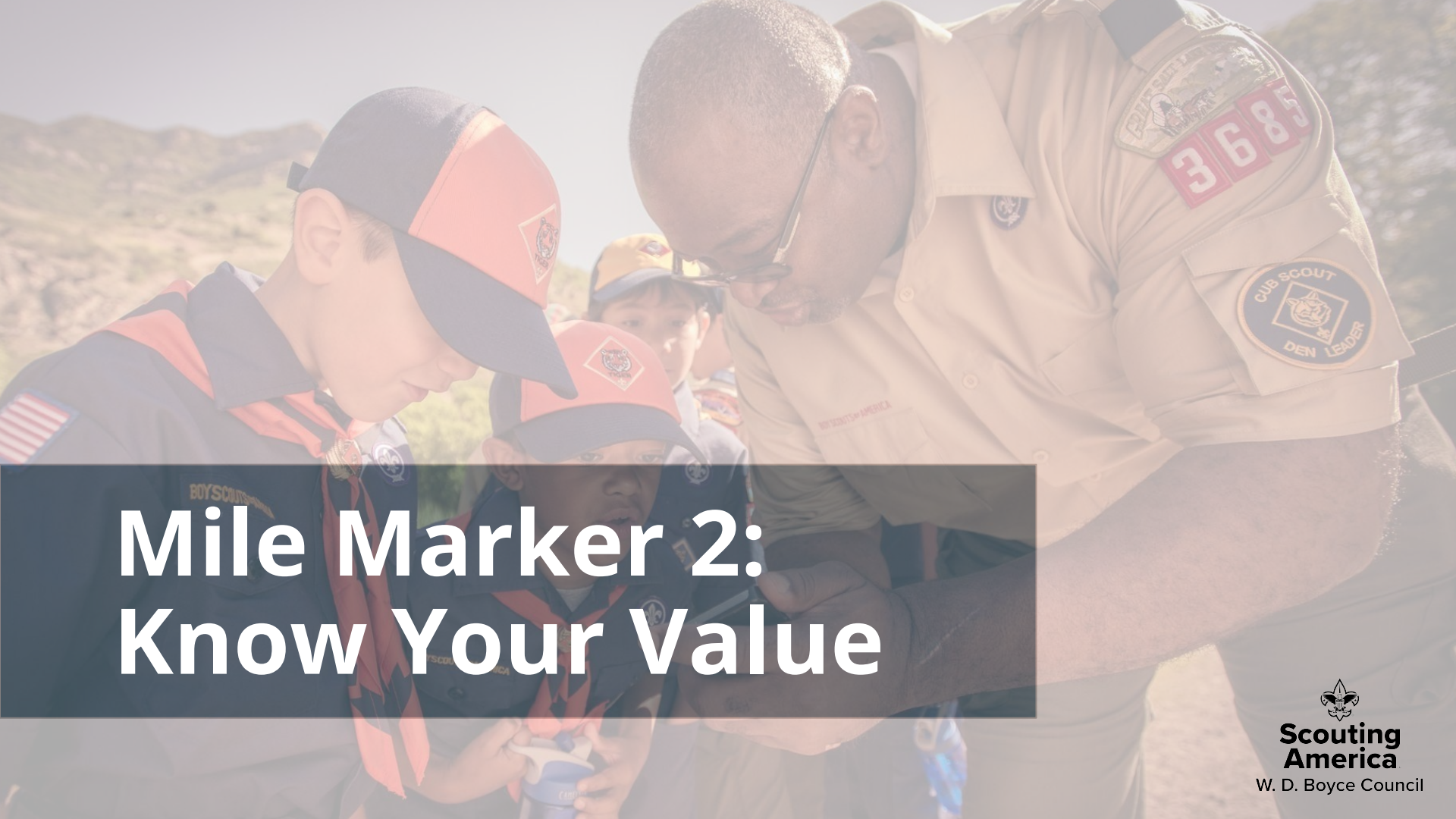
For every 33 likes you get  
1 comment, on average.

### # Use # Hashtags

More hashtags equals  
more engagement  
#trustus #theywork

### Post on Sunday

Sunday posts have the  
highest engagement.



# Mile Marker 2: Know Your Value

What's Your **USP**?  
Unique Selling Point

# Your Unique Unit, Your Unique Image

Questions to ask when considering your value include:

- Why is your unit so **fun** for Scouts?
- Why are Scouts from your unit at a **competitive advantage** to their peers after completing your program?
- How is your unit **changing** your local community?
- What is your unit's **legacy**?
- Why choose your unit over another hobby or interest?



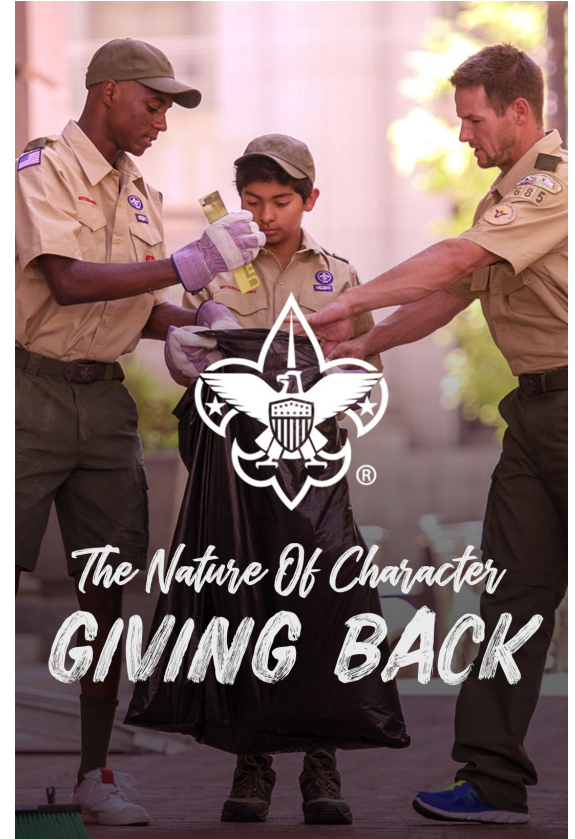
# Creating A Value Proposition

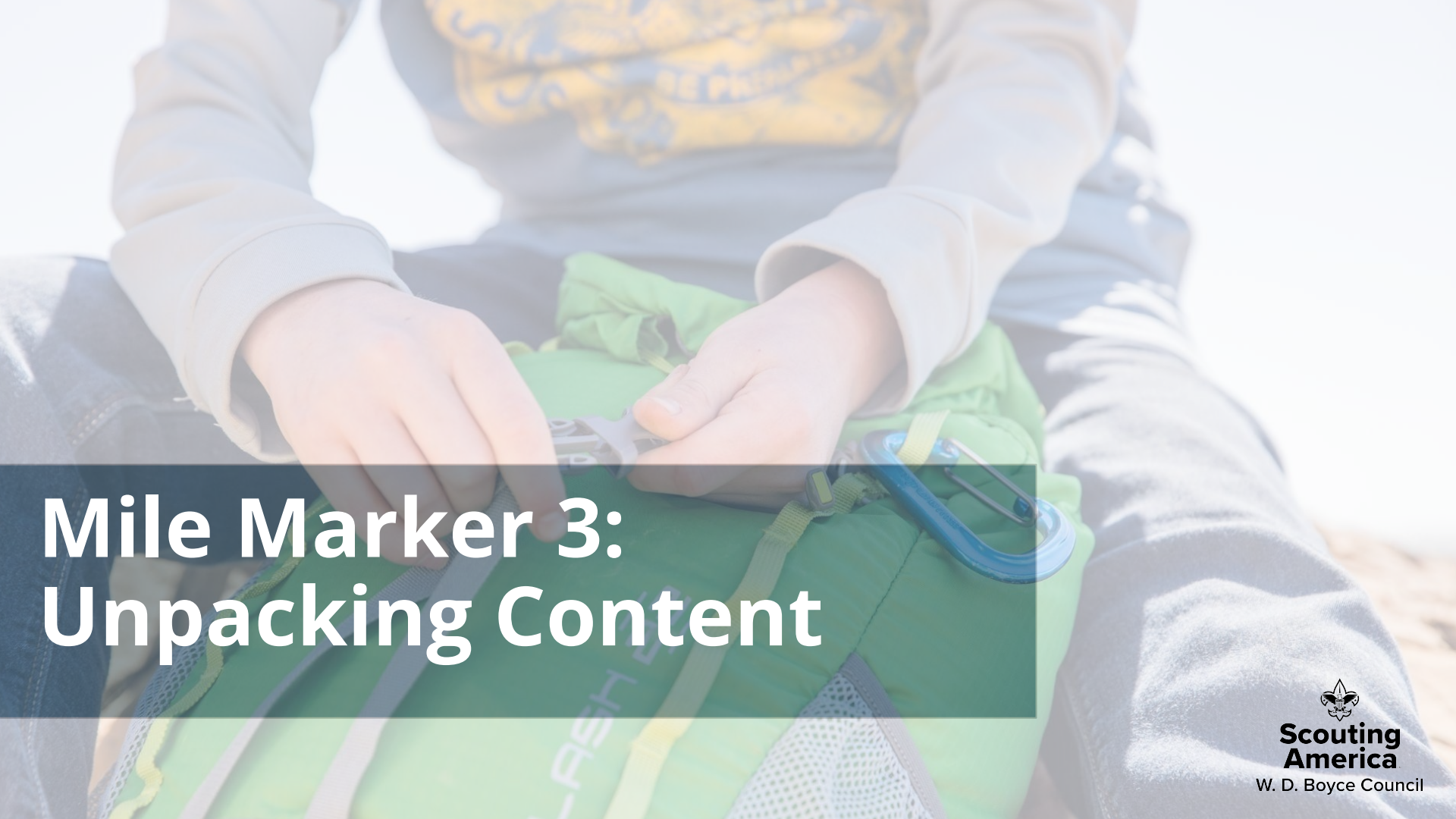
A value proposition **articulates the value and benefits** that a product or service provides its clients/customers/members.

A value proposition should:

- Explain how the product/service **addresses a problem, challenge or need**
- Speak to **specific benefits** provided
- **Differentiate** an organization from its competition

**Source:** *"Identify Your Value Prop & Unique Differentiators"*  
**Association Town Hall: Social Media for Local Councils 101; September 2023**





# Mile Marker 3: Unpacking Content



**Scouting  
America**

W. D. Boyce Council

# National Core Messaging

- Scouting is alive and well... and growing
- Scouting includes boys and girls
- Scouting instills personal values
- Scouting teaches leadership
- Scouting teaches practical life skills
- Scouting is about the outdoor experience
- Scouting builds self-confidence
- Scouting has benefited millions of lives

## REMEMBER

**Tailor Messages for the Audience**  
**Keep Messages Simple**  
**Repetition is Good**



# Focus on the GOOD

**Positive, value-centered, and consistent messaging** is key.

- Messaging is consistent with the Boy Scouts of America
- Counteract negative news with positive messaging
- Focus on scouting's value message
- Convey a sense of energy and ongoing activity

To identify your Troop's unique differentiators, consider:

- Surveying your audience(s)
- Hosting conversations with key stakeholders such as unit leaders, Scouts, Charter Org., etc.
- Testing different messages

**Source:** *"Identify Your Value Prop & Unique Differentiators"*  
**Association Town Hall: Social Media for Local Councils 101; September 2023**



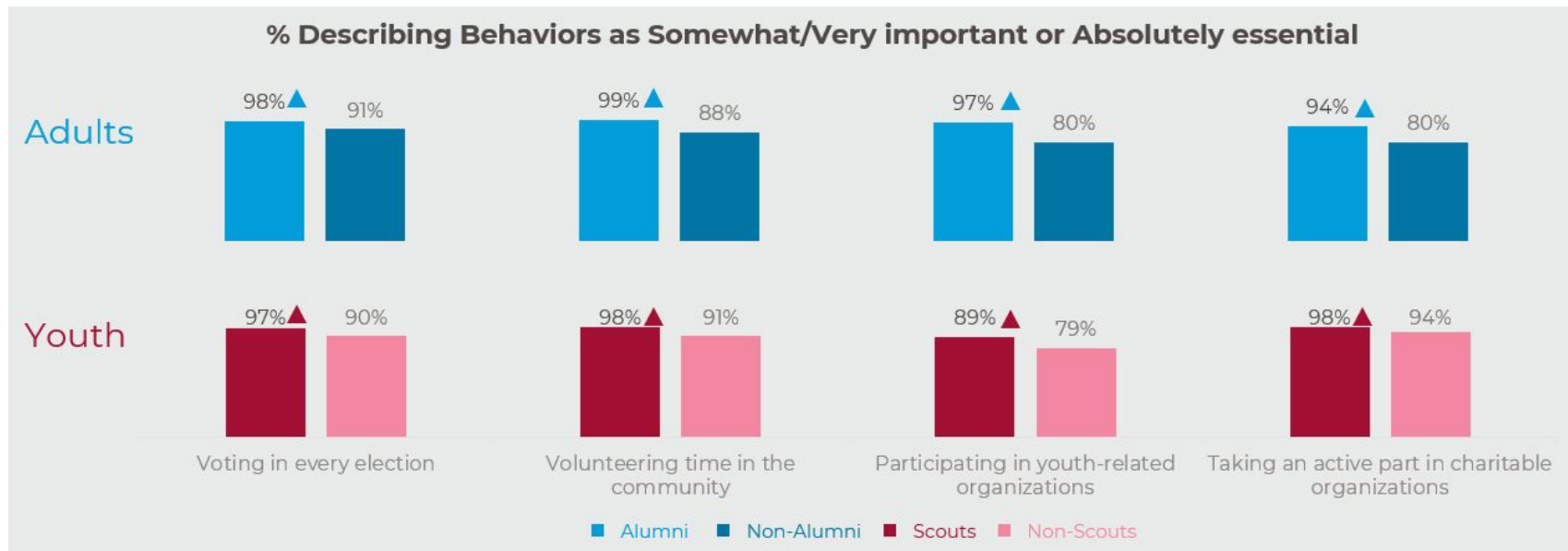
# The Scouting EDGE: A New Study

Conducted by **The Harris Poll** on behalf of Scouting America in 2023

- Nationally Representative Sample
  - 1,617 youth ages 10-17
  - 1,614 adults ages 18+
- Scout and Scouting Alumni Sample Sizes
  - 440 Scouts ages 10 -17
  - 226 Scouting Alumni ages 18+

# The Scouting EDGE: A New Study

**Sample Results**  
Infographics  
coming from  
Nationals soon.



Base: All Qualified Respondents (Total Alumni n=226; Total Non-Alumni n=1305; Total Scouts n=440; Total Non-Scouts n=1432) Q1045. Please indicate the extent to which you think the following behaviors are important in being a good citizen, if at all.



SCOUTS BSA

Ages: Youth 11-17

# Great Social Media Communications

Scouts BSA is a national scouting organization that provides a wide range of outdoor and leadership programs for youth. The organization is known for its commitment to the Scout Oath and Scout Law, and its focus on character development and outdoor education. Scouts BSA is a great organization for youth to join, and it offers a variety of programs and activities that can help them develop their skills and interests. If you are looking for a great organization to join, Scouts BSA is a great choice. For more information, visit the Scouts BSA website.

FIND A SCOUTS BSA TROOP NEAR YOU

ZIP Code



Find and Apply

## What it is:

Planned Communication

Trackable Metrics

Lead Generation

Relationship Building

Networking

## What it is NOT:

Expensive

Time-Consuming

Hard

For Big Companies Only

## What it does:

Builds Awareness

Generates Leads

Fosters Relationships

Educates

# Where Do I Find Content?

1. Establish shared content sources
  - a. National Scouting websites and social media  
*Scout Wire, Scouting Newsroom, Chief's Blog, Scouting Magazine, Scout's Life, Scouting America Home Page, Cub Hub, Venturing, Scout Stuff, and Facebook*
  - b. Community websites and social media
  - c. Local and regional medial channels
2. Create an admin team and pre-schedule posts
  - a. Local Events
  - b. Promotion
  - c. Scouting Tips
  - d. Local Scouting Stories
3. Remember: video creates the most engagement, followed by a simple photo with a great caption



# Creating a Content Calendar

- National Vs Local
- Events
- Stories
- Trainings
- Ads
- Fundraising Campaign
- Press
- Recruitment

|    | A                    | B      | C           | D                      | E        | F          | G        |
|----|----------------------|--------|-------------|------------------------|----------|------------|----------|
| 1  | <b>Master</b>        |        |             |                        |          |            |          |
| 2  |                      |        |             |                        |          |            |          |
| 3  |                      |        |             |                        |          |            |          |
| 4  | SUNDAY               | MONDAY | TUESDAY     | WEDNESDAY              | THURSDAY | FRIDAY     | SATURDAY |
| 5  | Event/ Announcements |        | 1           | 2                      | 3        | 4          | 5        |
| 6  |                      |        |             | National Story         |          | Fun Friday |          |
| 7  | Other                | Other  | Other       | Other                  | Other    | Other      | Other    |
| 8  |                      |        |             |                        |          |            |          |
| 9  |                      |        |             |                        |          |            |          |
| 10 |                      |        |             |                        |          |            |          |
| 11 | SUNDAY               | MONDAY | TUESDAY     | WEDNESDAY              | THURSDAY | FRIDAY     | SATURDAY |
| 12 | 6                    | 7      | 8           | 9                      | 10       | 11         | 12       |
| 13 | Partner Highlight    |        | Promotion   | Local Scouting Stories |          | Training   |          |
| 14 |                      |        |             |                        |          |            |          |
| 15 | Other                | Other  | Other       | Other                  | Other    | Other      | Other    |
| 16 |                      |        |             |                        |          |            |          |
| 17 |                      |        |             |                        |          |            |          |
| 18 |                      |        |             |                        |          |            |          |
| 19 | SUNDAY               | MONDAY | TUESDAY     | WEDNESDAY              | THURSDAY | FRIDAY     | SATURDAY |
| 20 | 13                   | 14     | 15          | 16                     | 17       | 18         | 19       |
| 21 | Event/ Announcements |        | Recruitment | National Story         |          | Fun Friday |          |
| 22 |                      |        |             |                        |          |            |          |
| 23 | Other                | Other  | Other       | Other                  | Other    | Other      | Other    |
| 24 |                      |        |             |                        |          |            |          |
| 25 |                      |        |             |                        |          |            |          |
| 26 | SUNDAY               | MONDAY | TUESDAY     | WEDNESDAY              | THURSDAY | FRIDAY     | SATURDAY |
| 27 | 20                   | 21     | 22          | 23                     | 24       | 25         | 26       |
| 28 | Partner Highlight    |        | Promotion   | Local Scouting Stories |          | Training   |          |
| 29 |                      |        |             |                        |          |            |          |
| 30 | Other                | Other  | Other       | Other                  | Other    | Other      | Other    |
| 31 |                      |        |             |                        |          |            |          |
| 32 |                      |        |             |                        |          |            |          |
| 33 |                      |        |             |                        |          |            |          |
| 34 | SUNDAY               | MONDAY | TUESDAY     | WEDNESDAY              | THURSDAY | FRIDAY     | SATURDAY |
| 35 | 27                   | 28     | 29          | 30                     |          |            |          |
| 36 | Event/ Announcements |        | Recruitment | National Story         |          | Fun Friday |          |
| 37 |                      |        |             |                        |          |            |          |
| 38 |                      |        |             |                        |          |            |          |
| 39 |                      |        |             |                        |          |            |          |
| 40 |                      |        |             |                        |          |            |          |



# Mile Marker 4: Digital Landscape



BOY SCOUTS OF AMERICA

# Social Media Playbook



# Comment Moderation

First and foremost, be sure to monitor your comments!

- If it is not following the Scout Oath and Law, then it doesn't have a place on your Scouting page.
- Be sure to take an active engagement role so that people know you are there – get social!
- Negative words to block (using Admin Settings)  
<https://www.frontgatemedia.com/a-list-of-723-bad-words-to-blacklist-and-how-to-use-facebook-moderation-tool/>
- Scouting America Social Media Guidelines:  
<https://scoutingwire.org/social-media-guidelines/>
- Social Media Playbook:  
[https://filestore.scouting.org/filestore/marketing/pdf/Social\\_Media\\_Playbook.pdf](https://filestore.scouting.org/filestore/marketing/pdf/Social_Media_Playbook.pdf)





# Practices to Start Today



## **Plan Your Content**

Create a simple calendar to manage messaging and timing.



## **Make Consistent Placements**

Don't worry about being everywhere at once. Start with Facebook and be consistent in your voice, frequency, and audience.



## **Track Metrics**

Be a good steward of your time and resources. Track what you do and repeat what works.

A photograph of two Scout leaders, a Black man and a white man, both wearing tan uniforms. They are outdoors in a park-like setting with trees and buildings in the background. The man on the right is holding a tablet and pointing at the screen, while the man on the left looks on. A dark blue banner with white text is overlaid on the bottom left of the image.

# Mile Marker 5: Maximizing Your Efforts



**Scouting  
America**

W. D. Boyce Council

# It Starts with Your Goals

## Quality of goals

- SMART
- Focus on only 1-2 goals at a time
- Clearly communicated and reviewed
- Manage stakeholders and accountability

## Types of goals (just a few examples)

- Increase reach (audience)
- Increase membership (recruitment)
- Increase participation (engagement)
- Increase financial resources (fundraising)
- Improve community image (public relations)
- Or just get started (presence)



# Next a Simple Plan

- **Audience**

- 21-50 males and females
- Geographic radius varies by population density
- Target interest  
groups: outdoorsmanship, leadership, STEM, and community

- **Channels/ Platforms**

- Facebook, Instagram, and Tik Tok
- Slack, Discord, Twitter, Snapchat
- Google

- **Timing**

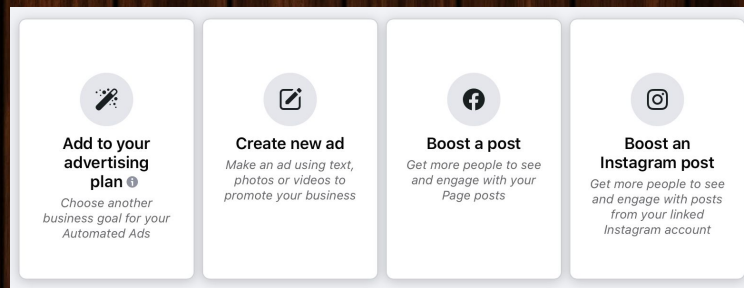
- Create and stick to a calendar
- 2-3 quality posts generates more interaction than 6 pass through posts
- Be responsive to comments and questions

- **Resources**

- Cost
- Content Creators
- Admins

# Broaden Your Audience *Strategically*

- Encourage your Scouts and Scouters to **Like, Follow, & Share** your Social Media accounts
- Use **target marketing** to broaden/narrow your reach based on local interests
- Reserve **Geofencing** for specific events.  
Your Charter Organization reach should help determine your distance. Work with the Council to avoid redundancy or overlap.



## Detailed targeting ⓘ

Your ad will be shown to people who match at least one of the following interests.

Detailed targeting

Search interests

Browse →

Interests

Cub Scout (club) ×

Cub Scouting (Boy Scouts of America) ×

Outdoors (outdoors activities) ×

Outdoor Life (publication) ×

Adventure (popular culture) ×

Boy Scouts of America (club) ×

Suggested for you

Boy Scouts of America +

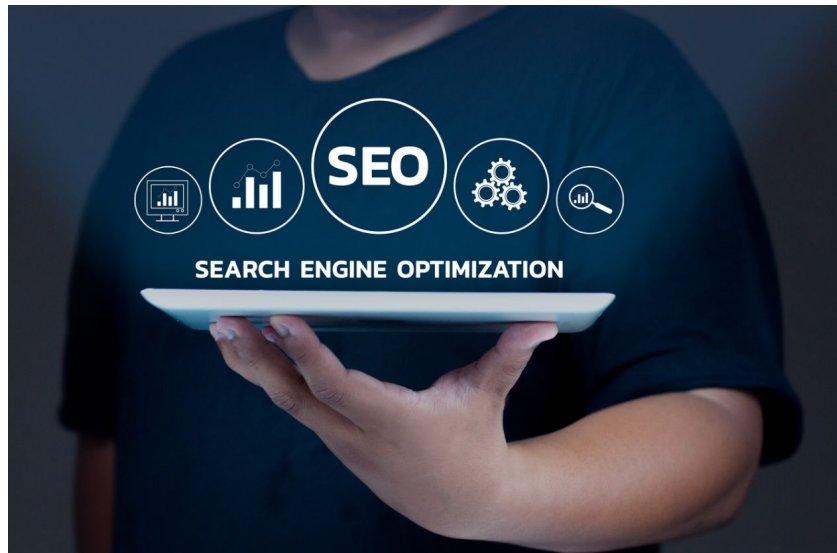
For advanced targeting features, go to [Ads Manager](#).

# Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of making your site better for search engines.

## The 3 Keys to SEO are:

1. Frequently updated sites
2. Quality content that users value
3. Effective use of backlinks, tags and keywords



<https://scoutingwire.org/marketing-and-membership-hub/digital-marketing/search-engine-optimization-guide/>

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

# Scouting America Suggested Keywords for SEO

Eagle Scout  
Webelos  
Scouts BSA  
boy scouts near me  
Scouting America  
Scoutbook  
Sea Scouts  
Venture / Venturing  
BSA / Boy Scouts of America  
Cub Scouts  
scouts  
kids events near me  
kid friendly activities near me  
fun places for kids near me  
development

things to do with kids near me  
kids activities near me  
kids activities  
child development  
kids fun near me  
trails near me  
crafts for kids  
tent camping near me  
science experiments for kids  
science projects for kids  
stem for kids  
scout  
boy scouts  
fishing  
swimming

canoe  
trails near me  
hiking trails near me  
all trails  
campsites  
walking trails near me  
activities  
camping  
campground  
hiking near me  
camping near me  
campgrounds near me  
hiking trails near me

\* girl  
\* leadership  
\* service  
\* community

*\*Added suggestions*

**Source:** <https://scoutingwire.org/wp-content/uploads/2019/08/SEO-Keywords.pdf>

# Increasing Content Engagement

## POP QUIZ: *Which is most important?*



### 33%

**Increase with emoticons**

Using emoticons increases comments by 33%

### 100%

**More Comments**

Question posts get 100% more comments

### 23%

**More Interaction**

Shorter posts get 23% more interaction



# Mile Marker 6: Measure Your Success

# Key Performance Indicators (KPIs)

- **Reach.** *Post reach is the number of unique users who saw your post.*
- **Clicks.** *This is the number of clicks on your content or account.*
- **Engagement.** *The total number of social interactions divided by the number of impressions.*
- **Hashtag performance.** *What were your most-used hashtags?*
- **Organic and paid likes.** *Beyond a standard “Like” count, these interactions are attributed to paid or organic content.*
- **Sentiment.** *This is the measurement of how users react to your content, brand, or hashtag.*
- **Cost per lead (CPL).** *Marketing costs divided by the number of leads generated.*
- **Cost per acquisition (CPA).** *Marketing costs divided by the number of sales generated.*
- **Conversion rates by channel.** *Users who complete a desired action divided by reach, and then organized by channel.*
- **Clickthrough rate (CTR).** *The number of clicks on your content divided by times shown.*
- **Customer lifetime value (CLV).**
- **Net Promoter Score (NPS).** *A measure of customer satisfaction, loyalty, and enthusiasm.*
- **Traffic to Lead ratio.** *Percent of user that come to your site that turn into leads*
- **Return on Ad Spend (ROAS).** *The amount of revenue earned for every dollar spent.*

# Overview – Social Metrics

## Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

88,401 ↘ 0.8%

Engagements ⓘ

4,675 ↗ 122%

Post Link Clicks ⓘ

474 ↗ 289%

**Increased engagements** results in your audience spending **more time** interacting with your content.

When **engagements decrease** - give broadcast information messages less focus, increase open-ended posts, reach out to influencers, increase “feel good content” and check to see if you are posting too frequently.

**Increased followers** shows a **healthy frequency** to content posting and **useful content** for users

**Audience growth** results from increase in **communication reach** or **broadened value message**.

Audience Metrics

Totals

% Change

Total Audience ⓘ

130,626

↗ 0%

Total Net Audience Growth ⓘ

7

↗ 123%

Twitter Followers Gained

6

↗ -

Facebook Page Likes

26

↗ 4%

Instagram Followers Gained

60

↗ 46.3%

Pinterest Followers Gained

0

↘ 100%

# Your Map to Success

