



Best Practices

Service Unit Facebook Page

- SU Manager and Communications Manager should be administrators.
- Make page private for only co-leaders, registered parent volunteers and the SU Team.
- SU may also have a separate private page for parents, girls, etc.
- Create events for SU meetings and events. This will make it easier for communication as well as reminding volunteers.
- Share posts from council page and other community partners.
- Create polls for engagement.
- Reach out to staff and verify that requests to join are from volunteers in the SU.
- Utilize Facebook Live for meetings, updates, and announcements.
- Upload files for meetings and events.
- Don't just share important information only on Facebook page; not all volunteers are on Facebook. Make sure information is emailed.
- Always welcome new troop leaders to the page