LA230 - Publications and Communications of the Lodge

On-line Training

Overview

- Successful communication is critical to Lodge success.

- Communication takes various forms including in-person, written and through social media outlets.

- Utilizing all forms of communications is vital to keeping our youth and adult members informed, prepared, and inspired.

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Lodge Newsletters

- Newsletter Elements
  - Leadership Profiles
  - Event Summaries
  - History Articles
  - Future Events Promotion
  - Event calendar
  - Best practices or advice
  - Member Recognition
  - Inspirational messages
  - Member spotlights
  - Lodge leadership Contact Information
  - Photos

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Lodge Newsletters

Design Suggestions:

- Reader Friendly

- Regular Columns/Features

- Professional Appearance

- Develop a Style Guide

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Lodge Plan Book

Road Map for Lodge Year Including:

- Back daters/timelines for all Lodge events
- Officer and LEC goals
- Equipment list for all Lodge events
- Officer positions of responsibility descriptions
- Officer and LEC member contact information
- Past Officer Reports
- Event promotional documents

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Lodge Plan Book

- Developed Yearly by New Officers
- Contains recommendations from outgoing officers and the council Scout Executive.
  - Fosters an environment of continuous improvement among the officers.
- Incorporating officer's suggestions makes the plan book continuously relevant.

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Where to Go Camping Booklet

These booklets should include:

- Contact information for each camp or park
- A short description of activities available
- Trail maps
- For high adventure activities the event duration, crew size and equipment provided should be listed

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Lodge Website

- A Lodge website:
  - Powerful communication tool.
  - Source of information about Lodge and the OA for the general public.

- A Lodge website can be part of a local council website or a standalone website with your own domain name.

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Lodge Website

Website Design recommendations:

- Easy to navigate
- Compatible for viewing on computers, smart phones, tablets and other mobile technology.
- Should have a consistent design and layout for all pages.
- Manage website Offline
  - Make an offline copy
  - Will safeguard against accidental site of page deletion
  - Acts as a backup.
- Make compatible with all web browsers.

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Lodge Website

Must conform to BSA and Order of the Arrow Website Guidelines :

- Direct control by appropriate OA leadership
- Appropriate to the Scouting movement and the Order of the Arrow.
- No advertisements or commercial endorsements,
- No electronic sale of National BSA or OA merchandise
- Links only to appropriate to Scouting movement.
- Cannot replicate any BSA publications
- Abide by all copyright, trademark laws
- Must have permissions to release individual information or identifying images.
- Include an email contact address for webmaster in case of site issues

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Lodge Website

Additional safety policies to consider:

- Do not post personal information of a youth member under age 18.

- Use email aliases for youth members. For example: chief@ABCLodge.org

- Establish a content approval system and team including Lodge Adviser and Staff Adviser.

- Appoint only one-two individuals to upload files to the live website.

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Lodge Website

Content on a Lodge website should include:

- Lodge and Officer History
- Lodge calendar of events
- LEC meeting agendas/LEC minutes
- Newsletters Archive
- Forms
- Lodge Committee descriptions and membership
- Lodge member profiles
- Virtual patch archive
- Lodge Plan Book
- Links to the local council website, OA Section website, OA Region websites and National OA website

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Lodge Website

Good practices:

- Update content regularly
- Provide a feedback device
- Use clear and simple navigation
- Link to national BSA and OA websites
- Do not link to websites that are not trusted
- Coordinate with the council web committee

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Social Media

- Used for instantaneous communication
- Four most useful:
  - Facebook
  - YouTube
  - Twitter
  - Instagram

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Social Media

<u>Twitter</u>:

- Best for:
  - Event/training reminders
  - Short daily messages.
  - Chief Inspirational messages/thoughts
- OA Twitter: https://twitter.com/oabsa

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Social Media

Facebook:

- Best for
  - Sharing pictures
  - Group communication posts
  - Reminders.
- OA Facebook page: https://www.facebook.com/oabsa/

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Social Media

YouTube:

- Best for sharing video content
  - Instructional videos
  - Promotional videos
  - Event videos.
- OA YouTube:
  https://www.youtube.com/user/oabsa

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Social Media

Instagram:

- Instagram is best for posting event pictures.
- OA Instagram: https://www.instagram.com/oabsa/

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Social Media

<u>Group Messaging App</u>:

- Make it easy to:
  – Facilitate group discussions.
  – Allow to more easily share ideas and make decisions.

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Social Media Guidelines

- Should have two administrators with one being a professional scouter.

- All conversations kept public in keeping with two deep leadership policies.

- Media inquiries should be referred to the Scout Executive or a designee for an official response.

- Keep BSA/OA Appropriate

- BSA Social Media Guidelines can be found at: http://www.scouting.org/Home/Marketing/Resources/SocialMedia.aspx

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In-Person Communication

- There is no substitute for in person communication when dealing with mentoring youth or establishing goals and increasing camaraderie with both youth and adults alike.

- In person communication is especially effective in the mentoring context as nonverbal cues are as important to be aware of as verbal communication.

- As an adviser it is important to impress upon youth leaders that personal communication with Lodge members is an effective inspiration tool.

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Resources

- <u>Newsletters</u>:
  - Lodge E-Newsletter Best Practices document: http://www.oa-bsa.org/uploads/resources/bestpractices/ElectronicNewsletterIdea.pdf
  - OA National Bulletin: http://www.oa-bsa.org/uploads/bulletin/NB_Spring_2016.pdf
- <u>Where to Go Camping booklet</u>:
  - OA Manual for Producing a "Where to Go Camping Guide": http://www.oa-bsa.org/uploads/publications/ProducingWheretoGoCamping.pdf
- <u>Websites</u>:
  - National OA website: http://oa-bsa.org/
  - Central Region OA website: http://central.oa-bsa.org/
  - Northeast Region OA website: http://www.northeast.oa-bsa.org/
  - Southern Region OA website: http://southern.oa-bsa.org/
  - Western Region OA website: http://www.western.oa-bsa.org/

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Conclusion

- Effective communication through various mediums is essential to inspiring today's young leaders.

- Utilizing the preferred communication mediums of today's youth will enable you to connect with, engage and inspire the Lodge membership.

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