



Using Social Media: Creative Content

THE BOYS' BRIGADE OBJECT

The advancement of Christ's Kingdom among Boys, and the promotion of habits of Obedience, Reverence, Discipline, Self-Respect and all that tends towards a true Christian Manliness.

Following up on the Using Social Media: Facebook Info sheet, this one will look at Creative Content for Posts on Social Media.

One thing I find hardest, especially as I am a team of one, is being creative for a daily post on Facebook. As I don't attend a Company, I'm dependant on scavenging photos and news from Company FB pages. You have the advantage (hopefully) of being able to take photos and video from Company nights, camps and other activities you go to.

Photos and videos tick the personality box. I notice on the State Page, that photos of boys doing BB get the most reaction. Old boys love to see the current boys doing what they did years ago. Parents love to see their boys in action. Interested people like to see what BB is about and can visualize their own boys in BB. It's a great marketing tool.

Purposeful posts develop the relationship between your group and those who follow. Sharing what the boys learnt in devotions or what they will learn in devotions this week is a great source. Other things like motivational posts, bible verses, blog posts about families, parenting, social issues show that you care not only for the boys, but their families and personal lives.

Using the promotional platform, you can ensure activities get promoted, not just BB activities, but church events. Make sure mums are invited to the ladies events, dads to the men's events. Does your church run parenting courses or Christianity explained courses? If you know these courses are upcoming, post purposeful content in the lead up to get parents interested.

Keep it Real! Show whats happening, what's going on, what's behind the scenes. Use real photos of your Company, not stock photos.

Be People-centric! People attract people. Make your posts full of people. Show action, fun, people doing stuff together

Show Life! Posts need to be full of life. Smiles, happy, people having fun.

Adventure! BB is about the Adventure! Take people on a virtual adventure through your posts.

All the P's

Personality – show who you are and what you do

Purposeful – Informational, educational

Promotional – Events and activities

Plan – Work out a strategy for your posts

Produce – Create your posts

Publish – Schedule your posts

Promote – Invest in your posts to reach a target audience

Proof – How has your post performed?

Developing a Boys' Brigade that
Partners with Churches, Supports Leaders, Engages Boys



Information Sheet

The Boys' Brigade Qld

#theboysbrigadeqld

Plan It! Take some time and plan a months worth of posts. Design any graphics, write the posts and schedule them to post. It's a lot easier and more efficient than trying to remember to post every day.

Theme It! Plan a different thing for each day of the week. Motivation Monday, Flashback Friday, Throwback Thursday. Have a day for Anchors, Juniors, Alpha's, Omega's, Officers. At Company night, remember to take photos to use in the coming weeks.

Save It! As you scroll through Facebook, look for posts you can use in the future. Save them (click on the three dots at the top right hand side of the post and save the post). Recreate and rebrand the post if possible. Look for posts that are fun, interactive, purposeful and motivational. When it comes time to plan, go through your saved posts and use them.

Borrow It! You can share any post from the BBQLD Facebook page. Share posts from other Companies (ask for permission). This will show that there is a wider BB community. It also can give you other ideas of what you can do as a company.

Video It! Little snippets of video edited together with a fun song is a fantastic content option. It shows Real, People, Life and Adventure! Videos get a lot of hits on Social Media.

Use a Graphics Program! Learn how to use a graphics program to create fun graphics. Canva offers a free subscription to not for profit organisations. Your church should be able to apply and give you a log in.

Go Live! Go live to show a game or activity. Tell people about an upcoming activity. Introduce or interview an officer. Post a "Going Live in 5 Mins" post to create anticipation.

Call to Action! As much as you can, have a call to action on your posts. Ask a question, vote on a poll. Keep it simple. People don't like to make a huge effort to respond.

Respond to Comments! Always respond to comments with your own comment. Just a Thanks or engage the person in a question. Interaction is rewarded with increased exposure on social media. It also helps build a relationship with your followers. They will see you are real and not just a FB page that is posting inanimate posts.

Behind the Scenes! Show you are real. A photo of the officers at a planning meeting or setting up activities builds interest and anticipation. Perhaps a "What is Mr Smith setting up? Find out at BB tonight. We'll show you live at 7:45."

Share Milestones! Celebrate achievements of the Company, Officers and Boys. How many years has the Company been running? Celebrate its birthday. Has an officer had a new baby or new job. Has a boy achieved his SWASA or Queens? Who has had a birthday?

Final note: When sharing photos and videos, always ensure that you have the permission for public sharing. Make sure parents are aware that photos and video will be shared on social media to the public. If you are borrowing from another company, ensure you have asked permission.

Developing a Boys' Brigade that
Partners with Churches, Supports Leaders, Engages Boys