

SEPTEMBER-OCTOBER SOCIAL MEDIA CAMPAIGN



One post. One picture.
One story. One invitation.

REAL SCOUTS • REAL ADVENTURES • REAL IMPACT

Pine Tree Council • September–October 2026



THE IDEA

The Campaign — In One Glance

The goal is participation, not polished advertising.



01

ASK

Every willing Scouting family makes at least ONE personal post during the campaign.

02

SHOW

Use a real photo: camp, hike, Pinewood Derby, service, friends, meeting or family adventure.

03

TELL

Add one or two sentences about fun, friendship, confidence, skills or adventure.

04

INVITE

End with a simple invitation for another family to come experience Scouting.

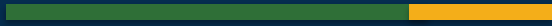
SUCCESS = hundreds of authentic Maine Scouting stories appearing in local feeds from September 7 through October 4.

Easy Step-by-Step Plan for Packs & Troops

Unit leaders can launch the campaign in about 15 minutes.



FOR EVERY FAMILY



No marketing experience required.

1

TAKE A PHOTO

Capture a real moment from Scouting.

2

SHARE YOUR STORY

Why does your child love Scouting?

3

INVITE A FAMILY

Encourage another family to join the adventure.

4

USE THE HASHTAGS

#MaineScouts #MaineAdventure
#AdventureOn

SAMPLE FAMILY POST

“One of the things I love about Scouts is seeing how much confidence my child has gained. This summer they tried things they never thought they could do — and had a great time with friends.

If your child is looking for an adventure this fall, come check out Scouting!”

www.pinetreescouting.org • BeAScout.org

Give Families a Social Media Toolkit

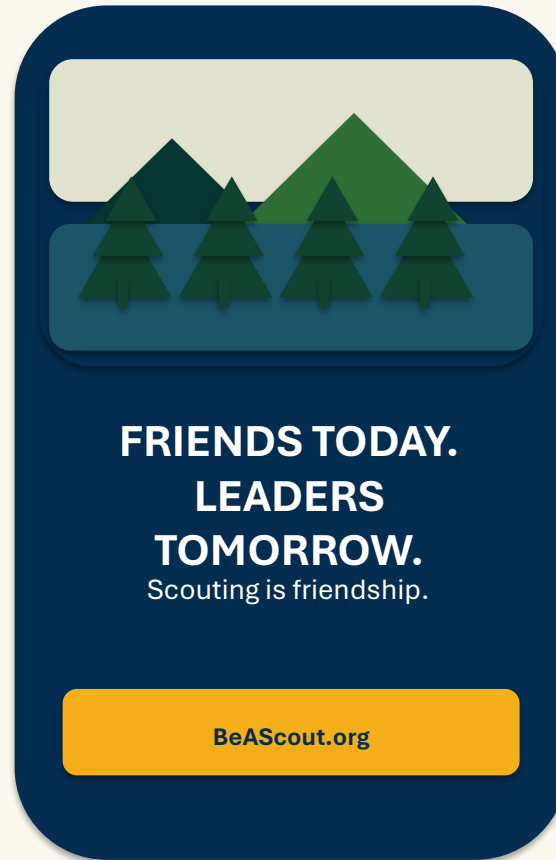
Council provides the pieces; families provide the authentic story.



**MAINE SCOUTS.
MAINE ADVENTURE.**

Adventure is calling.

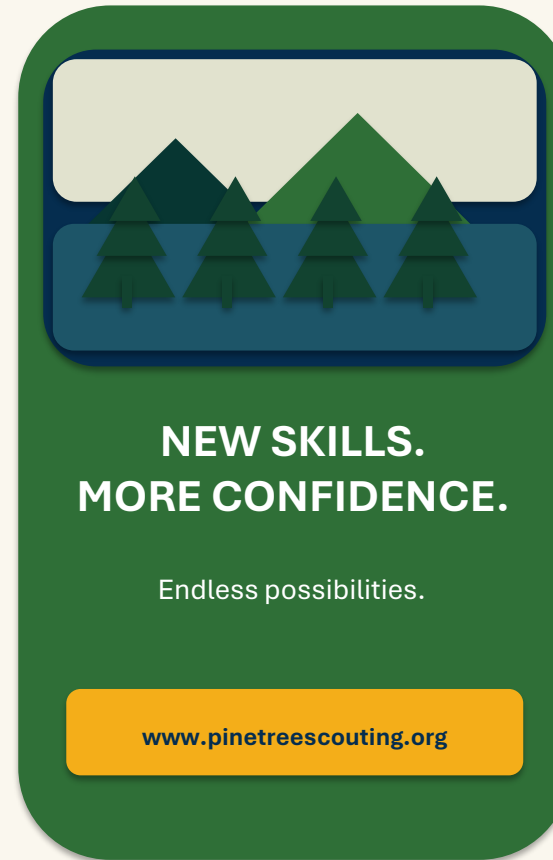
www.pinetreescouting.org



**FRIENDS TODAY.
LEADERS
TOMORROW.**

Scouting is friendship.

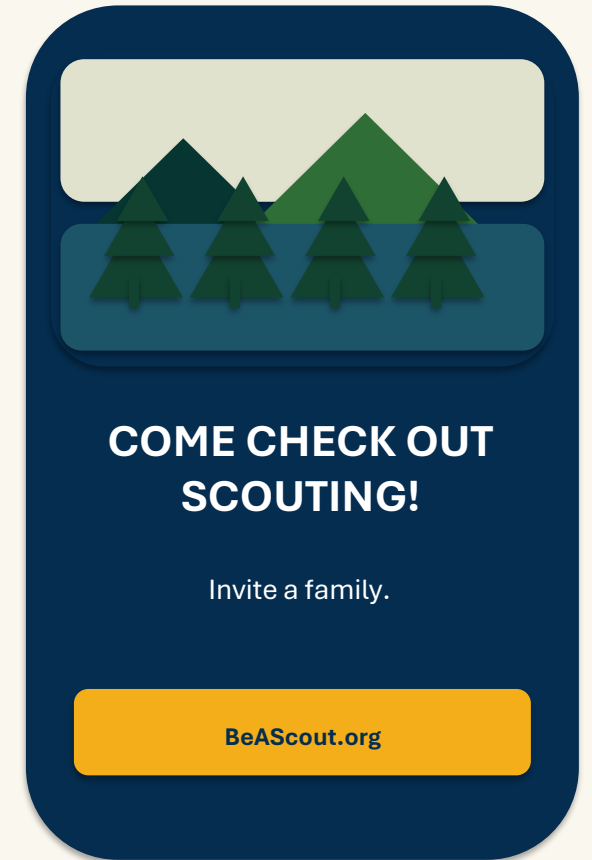
BeAScout.org



**NEW SKILLS.
MORE CONFIDENCE.**

Endless possibilities.

www.pinetreescouting.org



**COME CHECK OUT
SCOUTING!**

Invite a family.

BeAScout.org

Unit Leader Checklist

Keep the campaign simple, visible and fun.

- | | | | |
|--|--|--|---|
|  | Send the campaign message to every family before the September 7 launch. |  | Make sure your BeAScout information and unit contact information are current. |
|  | Ask each willing family for ONE post — more is great, but one is the goal. |  | Hold or promote a fall joining opportunity during the campaign. |
|  | Post from the unit page at least once each week. |  | Personally invite families who comment, react or ask questions. |
|  | Share or celebrate great family posts when permission allows. |  | Report participation and new-family leads back to Pine Tree Council. |

ONE POST • ONE PICTURE • ONE STORY • ONE INVITATION

OUR FALL RECRUITMENT MESSAGE

LET'S FLOOD MAINE WITH SCOUTING.

Real families. Real Scouts. Real adventures.

MAINE SCOUTS. MAINE ADVENTURE.

Let's get outside. Let's have some fun.
Let's invite the next family to join us.

www.pinetreescouting.org • BeAScout.org



CAMPAIGN: SEPT 7 – OCT 4