

How to Use Geofencing for Scout Recruitment



What if you could send parents an invitation to attend a Join Scouting event directly through Facebook? By creating an event on Facebook and ‘geofencing’ it, you can. It’s easy, affordable and it’s a great way to reach parents with a message to join.

What is Geofencing?

Geofencing is a method of geographically targeting a specific audience using Facebook. In this case, we first set up an event in Facebook to feature a “Join Scouting” night. Once the Facebook event is set up, you can set up a geofence for the event and “boost” it. This means paying a fee within Facebook so that members of your target audience who enter into the geographical area in the real world while they are also on Facebook are shown the event information.

The cost is minimal – we paid \$1 per day, per unit.

In the example of a joining event where we want to reach parents, we set up an event geofence in Facebook with a 1-2 mile radius around the school where the joining night is scheduled. When a parent enters that area, they receive a notification on their Facebook page about the event. It’s easy. It’s hyper local, and it doesn’t rely on someone else passing out fliers or other material.

Getting Started with Geofencing

Families have a higher interest in joining Scouting when they see information that is current, relevant, and easy to understand. Review and assess all of your council and district social media interfaces (Facebook, Twitter, Instagram, websites, etc.).

Steps to Set Up a Geofence

1. Log into your unit Facebook page
2. Click Events
3. Create Event
4. Enter the information for the event (unit recruitment night, for example)
5. After your event is created, boost your event by clicking on the event-boost button
 - Audience – this is where you will edit
 1. MEN/WOMEN AGES (Pick an age range you want to target)
 2. LOCATION – push location and within **5 mile** radius; Your strategy for geofencing will look different, depending on whether you’re located in an urban or rural area. Rural locations will have to broaden their geographic search.
 3. LIMIT ON DOLLARS – minimum \$1.00 per day; and enter payment parameters

TIPS:

Make sure you are using the [BSA Brand guidelines](#)

- Use high resolution graphics for the event
- You can target any location and then look for schools around that location
- Don't forget the small details – for example, room location
- DO NOT change the event after it is posted
- AVOID co-hosted events

Facebook also has some great tools to see how effective your post was and how many people saw it. Keep track of all of your Facebook events so that you can see what works for your council.

Frequently Asked Questions:

Does this replace the recruitment flier?

No. This is simply one additional tactic to strengthen your recruitment efforts.

Can I do this with any Facebook page?

No. You will need to have an 'organization' page, not a personal Facebook page. Organizational pages have more tools to use for communication and marketing.

How much does it cost?

It costs as little as \$1 per day, per unit. You can spend more if you like, but we found the lower spend to be effective.

Can I geofence multiple locations?

Yes, you can.

Can I geofence one location and have the event at a different location?

Yes

What about timing? How far out should I schedule the geofence?

Up to 14 days. Time it with your flier distribution.

Do I need permission to geofence a location, such as a school?

No. You are simply extending a calendar invitation to those who might be interested in attending.

How else could I use this tactic?

Use it to help promote any scheduled event, such as fundraising events, festivals, day camp, resident camp, popcorn sales. The possibilities are endless!