



SCOUT ME IN™

Instructions and Text for Posting on Social Media

FACEBOOK

POST 1

Visual: *Slime*

Headline: The stuff excitement is really made of.

Post Copy:

Every day's a discovery waiting to be made. Join Cub Scouts to get hands-on learning that's hands-down awesome. BeAScout.org

POST 2

Visual: *Bike*

Headline: The best guides get you lost in the moment

Post Copy:

Never miss a chance for a little change of pace. Join Cub Scouts and learn what it means to blaze new trails. BeAScout.org

POST 3

Visual: *Rocket*

Headline: The sky's the limit, and then some.

Post Copy:

Ready for action that's out of this world? Join Cub Scouts for adventures that go above and beyond. BeAScout.org

POST 4

Visual: *Canoe*

Headline: Escape the great indoors

Post Copy:

Climb aboard for adventure! Become a Cub Scout and join a group where going with the flow has never been more fun. BeAScout.org

POST 5

Visual: *Fishing*

Headline: Catch the moment, and reel it all the way in.

Post Copy:

A weekend is worth a thousand words, unless it leaves you speechless. Join Cub Scouts to "adventure" as a family like never before. BeAScout.org

CAROUSEL

Post Copy:

Cub Scouts lets you spend time as a family and see your kid “adventure” like never before.

Frame 1: *Slime*

Headline: Scout Me In

Subhead: BeAScout.org

Frame 2: *Bike*

Headline: Scout Me In

Subhead: BeAScout.org

Frame 3: *Rocket*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 4: *Canoe*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 5: *Fishing*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 6: *Scout Me In [logo]*

Headline: Scout Me In.

Subhead: BeAScout.org

INSTAGRAM

POST 1

Visual: *Slime*

Post Copy:

Every day's a discovery waiting to be made. Join Cub Scouts to get hands-on learning that's hands-down awesome. BeAScout.org

POST 2

Visual: *Bike*

Post Copy:

The best guides get you lost in the moment. Join Cub Scouts and learn what it means to blaze new trails. BeAScout.org

POST 3

Visual: *Rocket*

Post Copy:

Ready for action that's out of this world? Join Cub Scouts for adventures that goes above and beyond. BeAScout.org

POST 4

Visual: *Canoe*

Post Copy:

Escape the great indoors. Join Cub Scouts, and join a group where going with the flow has never been more fun. BeAScout.org

POST 5

Visual: *Fishing*

Post Copy:

Catch the moment, and reel it all the way in. Join Cub Scouts to adventure as a family like never before. BeAScout.org

CAROUSEL

Post Copy:

A weekend is worth a thousand words, unless it leaves you speechless. Sign your family up for Cub Scouts at BeAScout.org

Frame 1: *Slime*

Headline: Scout Me In

Subhead: BeAScout.org

Frame 2: *Bike*

Headline: Scout Me In

Subhead: BeAScout.org

Frame 3: *Rocket*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 4: *Canoe*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 5: *Fishing*

Headline: Scout Me In.

Subhead: BeAScout.org

Frame 6: *Scout Me In [logo]*

Headline: Scout Me In.

Subhead: BeAScout.org