

2015 National Order of the Arrow Conference

**eScouting**: Using Your Site

Session Length: 50 Minutes

Through this session, you will:

**Explain** Why is a website needed?

**Demonstrate** What does a successful site that drives traffic looks like?

**Guide** What resources do you need for a successful site?

**Enable** Return to lodges and recruit others to improve their web presence.

This session will help the Lodge with the Journey to Excellence Requirements 3, 6, 7, 8.

Better communication helps improve participation. Members who participate in events are more likely to stay active and convert to Brotherhood.

The theme of NOAC 2015 is “It Starts With Us”. This session will relay this theme in the following ways:

* Encourage guests to recruit others from their lodge for assistance in improving website.

**SESSION NARRATIVE**

**Introduction 5 Minutes**

A website is a vital communication tool in our everyday lives.

**Trainer Instructions:** Use the questions on the slide to start the conversation. Invite the guests to share their thoughts.

**What is a website for? 2 Minutes**

Websites are a combination of phone book, bulletin board, calendar, scrap book, and much more. They can help members connect with national and section resources. They can also be used as a repository for more detailed information than can be shared and published via social media.

**Example of a successful site 3 Minutes**

350.org is an example of how a site can strengthen a community.

1. It is very mobile friendly. StatCounter.com shows mobile and tablets making up 31.31% of browser hits in May 2015. Many use a tablet or browser as their primary device.
2. It features frequent updates from a variety of sources.
3. It has deep ties with and prominently features social media.
4. There is a variety of content such as event updates, pictures, ect.

**What does it take to get there? 3 Minutes**

It takes a lot to make a successful site.

**Trainer Instructions:** Ask guests if they can think of anything else. Ask, “How many of you know someone in your lodge that can do all of this?”

**Unicorns 2 Minutes**

Since finding someone so specialized is extremely rare, they are referred to as unicorns. You are looking for people to volunteer their time. For them to do that willingly, the jobs must fit in their spare time and be something they enjoy. You may discover you need to assemble a group of very different people to make it work.

**What roles should I look for? 3 Minutes**

Look for these types of people in your lodge. Recognize that at best, you may find a few to fill two roles at a time. Don’t pressure them to perform tasks outside their comfort area, you risk them not performing at all.

1. Computer geeks -> Technical Leads
2. Social media butterflies -> Community and Social Media Experts
3. Collectors, photographers, and planners -> Content Generators
4. VIP’s and well connected -> Key Promoters

**Role Slides 24 Minutes**

**Trainer Instructions:** Review the contents of each slide. Encourage guests to offer insights on what it takes to be successful in each of these roles and how to recruit them to help.

**Summary 8 Minutes**

It takes a diverse set of skills and personality types to have a successful web presence. You can start improving your lodge’s site by asking someone if they can help.

Then get them to ask someone they know to contribute. This builds a network where each person can contribute in a way that they feel good about and helps the lodge.

Improving the website should improve communication and drive better attendance at lodge events. Parents that see a positive and active community are more likely to encourage and support their scouts participation. Members that participate at events are more likely to stay active and convert to Brotherhood.

**Trainer Instructions:** Ask for questions and if anyone has any comments on the slides. Ask if anyone learned anything new to get the conversation started.

**TRAINER PREPARATION**

Trainer should be familiar with a variety of social media platforms. Review the 350.org website prior to the presentation, noting features discussed.

Appendix Resources:

* PowerPoint presentation
* 350.org website