



Cell Name: Effective Social Media use  
in your lodge

**Session Length: 45 Minutes**

Through this session, you will:

**Explain** How to effectively use social media within your lodge.

**Demonstrate:** Effective uses of different social media platforms within your lodge

**Guide** Show them how to operate these different social media platforms.

**Enable** them to effectively use different social media platforms within there lodge.

**Learning Outcomes:**

- How to effectively integrate various social media platforms effectively into the lodges communications plan.
- Understand the basic functions and operations of the various social media platforms that can be used in there lodge

**Theme Connection:**

- How will you help bring the 21<sup>st</sup> century to your lodge? Will it be by integrating these new communications platforms into your lodges? You have the information to decide the destiny of your lodge.
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This session will help the **\*\*Lodge/Chapter/Section\*\*** with the Journey to Excellence Requirement(s):

- 3: Unit Elections
- 4: Ordeal Completion
- 5: Lodge Event Participation
- 8: Section and National Event Attendance
- 9: Unit Visitation

**Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]**

- Laptop
- Internet Source
- Projector
- Preexisting social media accounts.(lodge or personal)
- Flip chart





- Markers

## TRAINER PREPARATION

The trainer needs to develop a profound understanding of the major Social Media platforms that are being used at the time this presentation is being made. (Snapchat, Instagram, Twitter, etc.) The trainer must realize that their audience is going to be both youth and adults in Communications related positions.

1. Preparation step
2. Preparation step, etc.

## Session Narrative

[The body of your session should be here. Be sure to use headings that break up the different topics or part of the session, and adjust the recommended time for each part after you've written it]

**Trainer Instructions:** Introduce yourself and give some background on your experience in this topic. Talk about the session goals and what the groups should hope to accomplish from the discussion.

### Introduction

5 minutes

Have a slide/flipchart page with the following terms

- Twitter
- Instagram
- Snapchat
- Facebook
- GroupMe
- Slack
- Youtube

Trainer: Can anyone tell me what these are? How can someone use each of these different platforms? Which one is the most popular today? What platforms does your lodge already use?



**First topic**

**15 minutes**

Break the class into 3 or 4 groups depending on your class size. Ask them to discuss how they currently use the different social media platforms within their lodge and their good and bad practices that they have learned from the use of different social media platforms.

**Second topic**

**20 minutes**

Show them how you currently use these different platforms within your lodge as well as good and bad practices that you have learned from use.

**Takeaway Challenge**

**3 minutes**

Please take out your notebook and pen. For the final three minutes, think about the role that you will be playing next year in the OA, or the role you hope to play. Write down three key ideas related to this session that you could help improve the way your chapter or lodge with the different social media platforms. During your break time later today, share these with others in your chapter or lodge.

**Appendix: Resources and Source Material**

[Insert materials as appropriate, for example:]

- 2016 Guide to Unit Elections, available online at <http://www.oa-bsa.org/pages/content/guide-to-unit-elections>
- 2012 Guide for Officers and Advisers, available online at <http://www.oa-bsa.org/pages/content/publications#goa>
- 2008 Lodge Finance Manual, available online at <http://www.oa-bsa.org/pages/content/publications#lfm>
- Chapter Journey to Excellence Workbook, available online at <http://www.oa-bsa.org/pages/content/printable-forms>
- [or whatever materials are relevant for participants in your session]