

GETTING THE WORD OUT



Note: Although in some parts of the British Isles, Scout Counties are known as Areas or Islands – and in one case Bailiwick – for ease of reading, this publication simply refers to County/Counties. In Scotland, there is no direct equivalent to County or Area. In Scotland, Scouting is organised into Districts and Regions, each with distinct responsibilities. Some 'County' functions are the responsibility of Scottish Regions, while others lie with Scottish Districts. The focus of responsibility is outlined in Scottish Variations from POR.

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Getting the Word Out Learning Guide

What is the purpose of this learning guide?

This learning guide is aimed at managers and supporters in Scouting. The purpose of this learning guide is to build on the information given in the e-learning session **Getting the Word Out**. The information and tasks in this learning guide aim to help you identify and use appropriate communication channels for a range of different situations.

How to complete this learning guide

Before completing this learning guide you should complete the e-learning session **Getting the Word Out**.

Read through the chapters in this workbook for a more detailed explanation of some of the concepts outlined in the e-learning module, and complete the tasks, to help you reflect on how good communication can be beneficial to your role in Scouting. If you are unsure of a theory or task, revisit the e-learning and discuss it with your Training Adviser or line manager. Then go back and complete the Learning Guide.

What resources do I need to accompany this learning guide?

While using the learning guide, you will see the following symbol:



Task: activities, discussions or reflections for learners to undertake

Throughout this learning guide, you will be undertaking tasks, making notes and reflecting on relevant examples from your Scouting experiences. We hope that the e-learning and workbook will provide you with useful knowledge that will help you in your role in Scouting.

What resources do I need to accompany this learning guide?

- **Getting the Word Out (e-learning)**

Associated reading

- **Communicating with members** (web text)
- **The Child Protection Policy** (policy, organisation and rules)
- **Safety Checklist for Managers** (leaflet)
- **Safeguarding Yellow Card** (leaflet)
- Stay Safe resources (leaflets)
- **Stakeholder Analysis** (diagram)
- **Media coverage templates for everyday stories** (web text)
- **Advice on generating print coverage** (web text)
- **Advice on generating radio coverage** (web text)
- **Get your stories into local media** (web text)

Additional resources

- **Building Effective Teams** – video and learning guide
- **Dealing With Difficult Situations** – video and learning guide
- **Keeping, Developing and Managing Volunteers** - video and learning guide

Communication methods

Effective communication is an important part of your role as a manager or supporter in Scouting. There are many methods available to you in your role as manager or supporter, to communicate with your Group, District, County or Region, depending on the message you need to send.

Communicating effectively can help you to support and engage with existing Scouting members, or help you to build relationships with stakeholders in your community. Some of the communication methods available to you can include, but are not limited to:

- face-to-face meetings with individuals or groups
- online video calls/webinars
- telephone
- letters or mail
- email
- social media, for example Twitter, Facebook, Instagram, YouTube or Pinterest
- newsletters
- TV
- radio
- websites
- membership database messaging functions (e.g. Compass)



Task: Listing your audiences

Using the box below, list all of the people or groups you are most likely to communicate with in your role. This can include audiences in your Scouting community and external audiences.



Task: Choosing the most appropriate communication method for your audience

Using the list of communication methods listed above, place the most appropriate method into the table below, based on the audience or member that you are communicating with.

Some of the communication methods will be a suitable answer for more than one box. See if you can think of any new or different communication methods that could also be added into the table.

District Commissioner	Prospective volunteers to fill some vacant roles in the District
The local fire station	Section leaders

Communicating with existing members

Using the correct communication methods for the key message that you are trying to convey, will help you to successfully engage with and support existing adult and youth members to feel valued, empowered and proud. For example:

- face-to-face meetings are great when you're discussing personal information or having difficult conversations, like reviews
- writing or sending an email can be a great way to send a formal invitation, or invite parents of your Group, District or County to your Annual General Meeting
- social media can be used to engage adult and youth members if you need to communicate informally and quickly, and can also help to show your online presence to promote local Scouting. Many Groups, Districts or Counties will have their own social media accounts and website, which you can find by a quick search online, or speaking to other members in your area

Communicating is most effective when it's timely, uses the recipients' preferred method of communication, and is focused on their needs and expectations. Think about the key message you'd like to communicate and what you want people to do or feel once they have read your message.

Remember that when communicating with youth members it's important to always follow the **Young People First code of practice** (the yellow card). Communication with a young person should never be one-to-one, so don't use a social media messaging tool or email to communicate with a young person one-to-one.

For further information, take a look at these factsheets on **email and text messaging guidance for leaders** and **social networking sites and Scouting**.



Task: The pros and cons of communication

Based on the communication methods we have looked at already, list three pros and three cons, of each communication method listed below. You may want to complete this as a discussion or as a written task.

Communicating using social media:

Pros	Cons
1.	1.
2.	2.
3.	3.

Communicating using email:

Pros	Cons
1.	1.
2.	2.
3.	3.

Communicating using an online phone call:

Pros	Cons
1.	1.
2.	2.
3.	3.

Communicating with your local community

The communication methods we have already covered are also great ways of engaging your local community in Scouting events, to recruit volunteers or to ask a community group to help out with a badge that your Group is finding difficult to complete. There are many benefits to using a variety of methods to help you to communicate with your local community.

Communicating face-to-face at events such as promotional community fairs can help you to speak to large groups of people at one time and reach a wide audience. Communicating via social media can help messages about Scouting spread quickly, and has the potential to engage members of the public who are not already involved in Scouting. To be successful, you must be sharing information and posting on relevant community and local organisations' social media pages, to ensure you are seen by new people – not just posting on your own social media channel.

Remember, it's easy to quickly post a message on social media, but once you hit 'send' it can exist online forever. If you think your post might result in negative feedback or might be misunderstood, think about whether your message is best discussed face-to-face instead of online. Always uphold the **Scouting values**, whether face-to-face or online.



Task: Communicating Scouting to the local community

Think of one example, based on the above information, when you might use each of the following methods of communication to promote local Scouting to members of the local community.

Social media:

Face-to-face:

A local newspaper:

Building partnerships

Building and maintaining partnerships with groups in your community can help you to promote Scouting, raise funds or even find members of the community to fill vacant Scouting roles. There is a wide range of people and organisations that can help a local Group, District or County. Try to think about the needs of the adults and young people in your area, and choose partners who can best help to benefit them.

If you have a large number of partners willing to get involved in Scouting, however you're unsure on who would be the most helpful to you, try using a **stakeholder analysis diagram**, which can help you to decide who will be the most important person to contact first, and who might be able to offer the most support to your Group, District, County, or Region. Using a stakeholder analysis diagram can come in handy when planning large events, such as a County Jamboree.



Task: Identifying potential partners

Have a think about your local community and list some of the local groups or statutory organisations that may be able to partner up with your Group, District or County. Identify what benefit they could bring to local Scouting and why you might approach them for support?

Getting the media's attention

Working with the media is a great way to help you to raise awareness of the work Scouting is doing in your community. You can share an inspiring story demonstrating how Scouting changes lives and helps young people develop skills for life. There are a number of media outlets you might want to think about sharing your story with, including:

- local newspapers
- local radio stations
- local online media platforms
- local TV networks



Task: Media outlets in your area

Think about the media outlets listed above and provide examples of local media outlets in your area that you could approach when you have relevant Scouting stories.

Ensuring you have gathered all the information when you contact a media outlet can help to get your story published. If the media outlet doesn't need to look for information themselves or ask you lots of questions, it's easier for them to pull the story together and so they're more likely to publish it.



Task: Collating resources for the media

Based on the e-learning [Getting the Word Out](#), what are the key things you should collate before contacting the media?

There are a number of resources available to help you to get in touch with local media on scouts.org.uk. These include:

- **[media coverage templates for everyday stories](#)**
- **[advice on generating print coverage](#)**
- **[advice on generating radio coverage](#)**
- **[get your stories into local media](#)**

Many Districts and Counties have designated volunteer media development managers or volunteer media teams who may already have the skills and contacts to help you design and promote stories to local media outlets. If you haven't already got an established media team in your County, why not have a think about working with other managers and supporters in your area to create one.