

FACT SHEET – MARKETING

MEMBERSHIP COMMUNICATION CHANNELS



Scouts Victoria has prepared this Fact Sheet to outline the marketing and communications channels available to members of Scouts Victoria. Often members of Scouts Victoria need to reach other members of Scouts Victoria to share information about an upcoming event, a training activity and so on.

The Scouts Victoria communication strategy is to contain all upcoming news and events within the weekly enews, Be Informed which is disseminated to all adult members and Rovers. Leaders are then responsible for sharing relevant information with youth members, parents and so on.

One of the significant reasons for this is based on the feedback received from you, our members a couple of years ago, that you were receiving too many emails and often not able to read them all.

Furthermore, the Scouts Victoria policy is that Andrew Taylor as Assistant Chief Commissioner of Marketing and Communications must approve any direct email or mail-out to membership. State Leadership Team members may issue specific mail-outs (email or post) to specific membership following consultation with Andrew Taylor.

Please find below a table with details of all of the Scouts Victoria marketing communications channels:

Channel	Audience	Type of content to include and how to submit	Deadline for content submission
Be Informed – Scouts Victoria online newsletter	Sent to 8,000 adult members including Leaders and Rovers every Tuesday morning.	Best used for: Advertising an event or activity to broader member base. In the lead up to the event send through suggested text for an article to newsletter@scoutsvictoria.com.au Include an image/graphic, PDF file and/or url links to website. If you would like more than one article to run, please provide variations of the article. Ideas on different angles for the articles are: 1. Announcing the event, applications open 2. A testimonial from a previous attendees 3. Applications about to close	10am Monday for publication in that week's edition. (Tuesday morning). Or 9am Tuesday if the Monday is a public holiday.
Scouts Victoria Facebook Page	Leaders, adult members, parents and some older youth members ie Rovers (more than 9,500 page likes & counting).	Best used for: Advertising event, celebrating special awards/achievements and showcasing photos post-event. Send content for Facebook via a Facebook message or email to socialmedia@scoutsvictoria.com.au Short text (no more than 150 words) with an accompanying photo (all posts must have an image).	Please submit content at least five days prior to when you would ideally like your post to be published as we schedule posts at least one week in advance.

Australian Scout Magazine	<p>Families and adults/Leaders in Scouting nationally (mainly Victoria) – sent six times a year (every two months)</p>	<p>Best used for: Showcasing successful youth program and events (with photos) afterwards and promoting upcoming events and youth program ideas.</p> <p>Send content to editor@australianscout.com.au</p> <p>Articles and photos - preferably post event. Articles are best suited after your event so that you can showcase your photos from the day.</p>	<p>Please submit articles and photos as soon as you have them finalised.</p>
----------------------------------	--	---	--

Please note that Scouts Victoria does not post or publish content relating or including the following topics:

- Politics and/or Religion
- Independent fundraising requests
- Photos depicting the consumption of alcohol, the use of drugs or any adult content