

Strategic Tagging 2018



Connect the Conversation



Why tags are useful:

- Tags are a great way to connect your content with another relevant social media account and widen your post's reach.



This is especially helpful on Instagram, where you can tag the image with a handful of accounts without cluttering your caption.

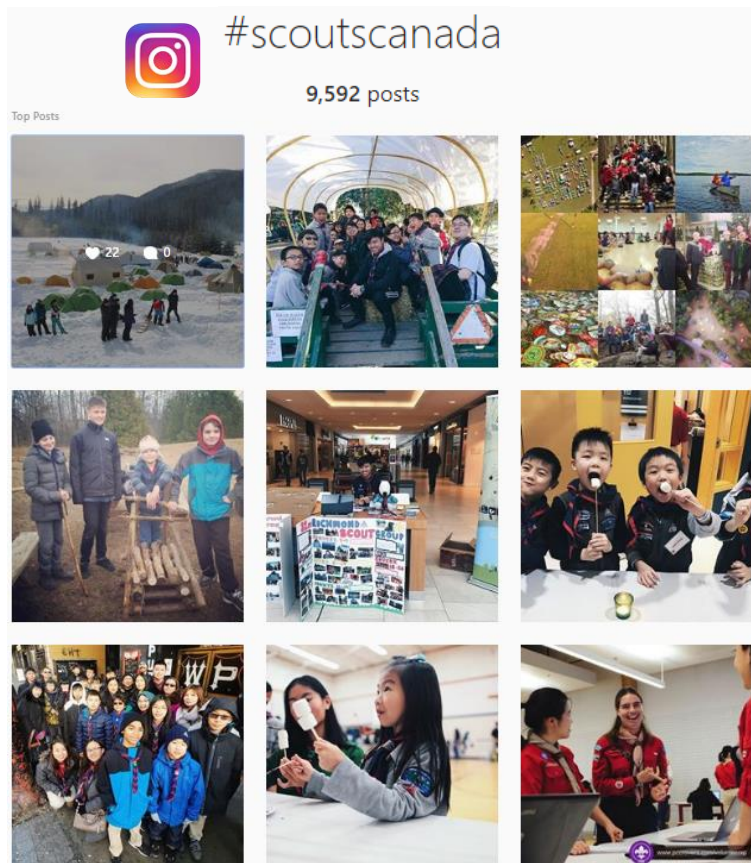
Also, it's easier to tap into a wider variety of account audiences on an image-based platform like Instagram, where the wording in the caption isn't the main connecting factor.

Increase Visibility



Why hashtags are useful:

- Hashtags connect you with the greater online conversation. Instead of tapping into an account's audience, your tapping into anyone who relates to that word or phrase.



#Hashtags & @tagging



Scouts Canada Social Media Hash tags:

Top

- #ScoutsDoStuff
- #ScoutsCanada
- #ScoutingLife

The Canadian Path

- #CanadianPath
- #ScoutsSTEM
- #STEMTuesday

Other

- #Camping
- #Hiking
- #Community
- #GetOutside
- #Adventure
- #JoinUs
- #YouthLed

Campaigns

- #ScoutPopcorn
- #ScoutsAppleDay
- #AdventuresOnthePath

Always tag @ScoutsCanada

Program Partners



Widening the Scouting conversation:

- Program partners like Leave No Trace and Parks Canada (to name a few) have values and messaging that the Scouting mission relates to, like taking care of the environment.

Activity partnered with
Great Canadian Shoreline Cleanup






- This Scouting Group organized a local shoreline cleanup through our partner, GCSC.
- By tagging @ScoutsCanada in the photo, as well as #ScoutsDoStuff, the Group is sharing their adventure with the wider Scouting community.
- By adding the additional tags of @ShorelineCleanup and #ShorelineCleanup, the Group's adventure is reaching the community of Scouts Canada, and GCSC.



#Hashtags & @tagging



Partner Social Media Hash tags:

Organization				Hashtags
Canadian Wildlife Federation	👍	👍	👍	#ConserveTheWonder
Leave No Trace	👍	👍	👍	#LeaveNoTrace #EnjoyYourWorld
Paddle Canada	👍	👍	👍	#PaddleCanada
World Organization of the Scouting Movement	👍	👍	👍	
Great Canadian Shoreline Cleanup	👍	👍	👍	#ShorelineCleanup #CleanShorelines
Respect in Sport	👍	👍		#RespectInSport
Parachute	👍	👍		#ConcussionEd #ParachuteVZ #VisionZero #StopTheClock
Parks Canada	👍	👍	👍	#ParksCanada #ParksChallenge
Let's Talk Science	👍	👍		#STEM
Duke of Edinburgh's Award	👍	👍	👍	#dukeofedcanada
Trans Canada Trail	👍	👍	👍	#tctrail #TheGreatTrail
#NatureForAll	👍	👍	👍	#NatureForAll
Nature Conservancy Canada	👍	👍	👍	#NCCNatureTalks

Always tag @ScoutsCanada