

# Telling your Unit story





**Who we are and why  
are here...**

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## What is a Jamboree?

- A global gathering of tens of thousands of Scouts, held every four years and hosted by a different country.
- A festival of international friendship, adventure and cultural exchange, where young people aged 14–17 learn, camp and explore together.
- A life-changing educational experience, helping young people build confidence, skills and global understanding



## How do we explain it?

- It's a huge international camp where tens of thousands of Scouts from around the world come together.
- Young people meet, make friends, and try new adventures and activities they can't do at home.
- It helps them grow in confidence, learn about other cultures, and have an amazing, once-in-a-lifetime experience.



## How we say it

- Have fun with language. Use playful, friendly words inspired by our adventurous otter theme.
- Speak as one team. Use “we” and “our”. We’re all in this together.
- Keep it friendly and natural. Write how you speak. Short sentences. Everyday language.



## How we say it

- Keep up the energy
- Use powerful, active verbs like 'leap' 'dive' and 'spring'. Keep your sentences short and punchy. Write less and say more.
- Don't talk about 'us' too much. Talk about the reader and how they can be involved. This will keep them engaged



## How we say it

- What do you want the person reading this to do?
- Be active, not passive
- An active voice keeps things punchy and immediate.



# Doing it on Social



## Platforms Options

- Facebook – closed groups
- Facebook – open pages
- Instagram
- X/Twitter
- TikTok



## Facebook Closed Groups

- Friends & family
- Storing of memories
- Provision of information focused



## Facebook Public Pages

- Public – consider audience. Funders, businesses, young person & volunteer recruitment locally.
- What do you want to achieve?
- Style it accordingly – keep your call to action simple and easy to access.
- Captions – max 2 sentences, use emojis as supplementary not replacing words.



## Instagram

- Public – consider audience.
- What do you want to achieve?
- Style it accordingly – keep your call to action simple and easy to access. Links are more awkward – consider sharing in stories.
- Captions – max 2 sentences, use emojis as supplementary not replacing words.



## X/Twitter

- Public – consider audience. MPs, businesses and journalists often use this platform.
- What do you want to achieve?
- Is this the best platform for your purpose?
- Short, snappy, engaging.



## TikTok

- Short video based platform
- Huge presence and harder to reach who you want it to initially.
- Supplementary platform if feeling confident in the use of it.
- Is this the best platform for your purpose? May be more beneficial to engage with other Scouts closer to the time.
- Short, snappy, engaging. Heavily trends based.



## Tone of Voice

- Keep the principles the same as traditional media.
- Keep the fund in Scouting and the point of the post clear. What do you want the reader to do?
- **MUST** be engaging on socials or it won't capture the readers attention.
- Emojis – use some, don't replace words with emojis and make sure they're appropriate to what is being discussed.



# Radio and Print



## What makes news?

- Is it surprising?
- Is it challenging?
- Does it make people feel differently about Scouting?
- Will it encourage people to give their money, advocacy or time?



## How to package it

- Everything starts with a press release...
- Focuses the mind on the real story
- Gives a journalist something to copy/work with
- Gives you something to send out quickly and easily



## What does a good press release look like?

- Grabs the journalist straight away
- A4 Max + Editors Notes
- What, Why, Where, When, Who
- Make sure it's real news (biggest, first, unexpected etc)
- Quotes
- How to get more info and images (Stills/Video)



## What makes a good image?

- Photography is all about capturing a moment in time.
- Its not about football team lines ups
- Remember we don't have to show uniforms or a neckerchief in every photo, but we should show fun, friendship and adventure, and convey
- a sense of belonging.



## How to pitch it?

- Understand what the journalist wants
- What is your hook?
- What are your key messages?
- Have you prepared what you are going to communicate?
- Be nice and helpful



**Any  
Questions?**

