



October 2025 – NorthStar RT

Best Practices in Unit Communication

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Why is this important to Scouting Units

- **Provide details of upcoming events**
- **Updates or notices of change**
 - Meeting changes
 - Campout Changes
- **Weekly / Monthly updates**
- **Special Events**
- **Make sure we follow Safeguarding youth guidelines**

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Objectives

- **Types of Communication**
- **Parts of Communication**
- **Barriers**
- **Audience**
- **Bi-Directional options**
- **Options to make Communication effective**

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Types of Communication

- Face to Face
- Phone – Voice / Text
- Email
- Messenger platforms
 - (Facebook, Group-me, Discord)
- Snail Mail
- Hand-outs / Flyers
- Scoutbook

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Parts of Communication

Message

Sender

Receiver

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Barriers

Discuss

- Face to Face
- Phone Voice / Text
- Email
- Messenger platforms
 - (Facebook, Group-me, Discord)
- Snail Mail
- Hand outs – Flyers
- Scoutbook

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Audience

Based on the Audience you might need or want to adjust your method?

- **Some messages may require multiple methods**
- **Some messages may be better suited for specific audiences**
- **Some messages may be better suited for specific Channels**
- **Do you have approved methods for Scouts to communicate**

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Options to make Communication effective

Bi-Directional – On Demand

- Does your unit have approved on Demand communication method?
- Group-Me / Discord / Text ?
- Do you have scouts on shared platform?
- What are the rules and who sets / monitors / manages them?

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Options to make Communication effective

- **Understand the platforms you're using and when to use them**
 - Some platforms lean towards quick and short messages
 - Some are better for longer and more detailed

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Options to make Communication effective

- At times you need to be a bit flashy to draw the attention needed.





Options to make Communication effective

- **Be consistent and timely**
 - Establish a regular schedule for communications so families know when to expect updates.
Consistency builds trust and reduces confusion.
 - If using email keep the message to one subject
 - Include relevant Details

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Options to make Communication effective

- **Leverage meetings & youth leadership**
 - Don't rely solely on digital messages. Announce and clarify key information in person at troop or pack meetings when possible – face-to-face communication allows immediate Q&A and better engagement





Options to make Communication effective

- **Onboard and educate everyone**
 - Make sure everyone knows which methods are used based on situation
 - At the start of each season (and whenever new members join), ensure all Scouts and parents know how to stay in the loop.

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Options to make Communication effective

- **Segment communications by audience**
 - Understand your Audience
 - Keep messaging organized by creating separate groups for leaders, parents, and patrols/den as needed.

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Options to make Communication effective

- **Follow BSA policies and values**
 - Always adhere to Youth Protection guidelines – no one-on-one electronic contact

