

Olson Portfolio

MITCH LEONARD

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Public Relations & Interactive Digital Studies, B.A.
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Social Media Content

- Order of the Arrow – Boy Scouts of America
- 2017 National Boy Scout Jamboree
- DareToDo

ORDER OF THE ARROW – BOY SCOUTS OF AMERICA

As National Social Media Lead I facilitated daily content creation and execution of social media strategy by fostering the skills of 25 team members. I was responsible for ensuring all of our digital platforms – including sub-brands – were within the voice of the organization while maintaining the overall vision of the national communications committee by drafting, editing, and approving all content. The proposition which fueled decisions was that our communication outlets must educate, entertain, and inspire our target audience.

In addition, I strategized with the organization's national leadership to employ smart content on their influencer Twitter accounts.

LINKS

National Accounts:

facebook.com/oabsa, twitter.com/oabsa, instagram.com/oabsa, youtube.com/oabsa, snapchat.com/add/oa-bsa

Sub-brand Accounts:

facebook.com/oahighadventure, twitter.com/oaha, facebook.com/oalodgemaster, twitter.com/oalodgemaster, facebook.com/oanoac, twitter.com/oanoac, instagram.com/oanoac, youtube.com/oanoac

Influencer Accounts:

twitter.com/OANationalChief, twitter.com/OANationalVC, twitter.com/OACentralChief, twitter.com/OANorthChief, twitter.com/OASouthChief, twitter.com/OAWestChief, twitter.com/OADirector

RESULTS

National & Sub-brand Accounts:

FACEBOOK: 7,500,000 unique reach, 12,500,000 impressions, 5% engagement rate

- 22% increase in Page likes

TWITTER: 1,760,000 impressions, 3.6% engagement rate

- Acquired verification for @oabsa

INSTAGRAM: 300,000 unique reach and 430,000 impressions (from July 2016-December 2017)

- 18% engagement rate
- 435% increase in followers

SNAPCHAT: 100% increase in Story views

YOUTUBE: 215,000 total minutes watched

Influencer Twitter Accounts:

1,800,000 impressions and 7% engagement rate

CONTENT EXAMPLES – NATIONAL & SUB-BRAND



Order of the Arrow - Boy Scouts of America

February 7, 2016 · 🌐

#SB50 | Tonight, the [Carolina Panthers](#) and [Denver Broncos](#) will face off in the biggest game of the year: Super Bowl 50. Check out how Broncos quarterback Peyton Manning has connections to the Scouting program!



Peyton Manning: We need Boy Scouts more today than ever - Bryan on Scouting

Peyton Manning was never a Boy Scout himself, but the five-time MVP-winning quarterback can't help but be connected to Scouting. He's reminded of the Boy...

[BLOG.ScoutingMagazine.org](#)

1.9K Likes 25 Comments 1.1K Shares



Order of the Arrow - Boy Scouts of America

February 8, 2016 · 🌐

#NationalBoyScoutsDay | On February 8th, 1910, a program aimed at teaching character, leadership, and outdoor awareness to young men turned into a reality. More than a century later, this program is as vibrant as ever! Happy 106th Birthday [Boy Scouts of America](#)!



2.8K Likes 51 Comments 3.7K Shares



Order of the Arrow 🌐

@oabsa

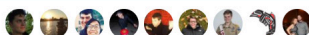
Follow

Thank you Ray Capp for 7 great years as [@OAChairman](#). "He who serves his fellows is, of all his fellows, greatest."



3:30 PM - 31 May 2016

16 Retweets 65 Likes





Order of the Arrow
@oabsa

Follow

8,000 Arrowmen. July 30-August 4, 2018.
Indiana University. 1 year.

#NOAC2018, let's do this.



5:57 PM - 1 Aug 2017 from Illinois, USA

59 Retweets 124 Likes



Order of the Arrow
@oabsa

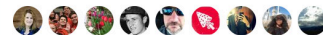
Follow

Congratulations Eagle Scout & Arrowman
Ryan Held on winning gold in the 4x100m
freestyle relay! #Rio2016 #TeamUSA



9:10 PM - 7 Aug 2016

115 Retweets 221 Likes



Ryan Held



OA High Adventure
@OAHA

Follow

#FindYourTrail and celebrate
#NationalTrailsDay with @AmericanHiking



5:50 AM - 4 Jun 2016

14 Retweets 23 Likes



OA LodgeMaster
@OALodgeMaster

Follow

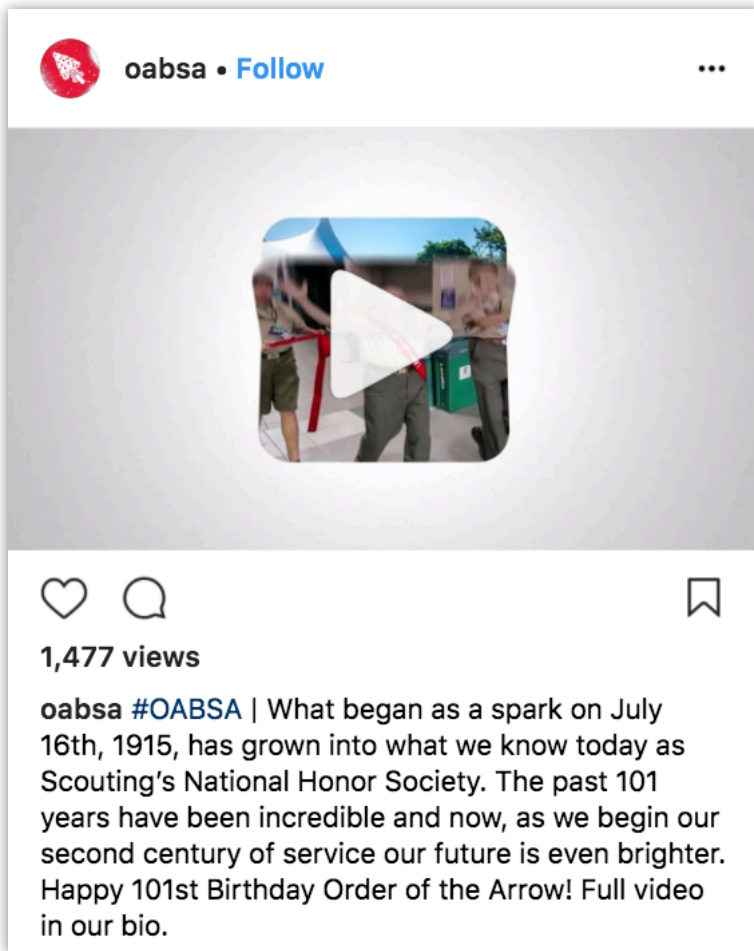
The 2017 OA Hackathon is two months
away! #HackOA with @oabsa and @intel.
Innovate the future, today! Register at
bit.ly/HackOA



10:00 AM - 6 Aug 2017

12 Retweets 20 Likes





CONTENT EXAMPLES – INFLUENCER



OA National VC
@OANationalVC

Follow

Our 2nd century starts w/ leaders like Tyler. Excited to see him serve in 2016!

This is Donnie, signing off.



4:01 PM - 29 Dec 2015

11 Retweets 92 Likes



OA West Chief
@OAWestChief

Follow

The @OperationArrow region challenge is underway! Help @OAWest reach our recruitment goal of 39 and win the special prize!



9:48 PM - 28 Feb 2017

5 Retweets 9 Likes



OA National Chief
@OANationalChief

Follow

Excited to tell stories around the campfire this evening w/ @climb7moniz and Scouts from all over at BSA Top Hands.



5:26 PM - 21 Aug 2015

12 Likes



Matt Dukeman
@OADirector

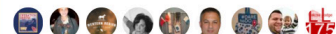
Follow

As we wrap up @OperationArrow I want to thank our 640 Arrowmen who came with their "A" game & cheerfully served @2017Jambo. A great success!



10:10 AM - 28 Jul 2017 from West Virginia, USA

26 Retweets 110 Likes



2017 NATIONAL BOY SCOUT JAMBOREE

As Production Lead I was selected to serve as Internal Communications Point of Contact for the Presidential visit to the event. To effectively communicate to all 35,000 event participants I worked to merge traditional and modern public relations practices. This included: identifying social trends, moderating social feeds, and fielding user inquiries with accurate information via email newsletters, social media, and livestreams. I also aligned and collaborated with the Boy Scouts of America Public Relations Team to implement strategic communications tactics regarding controversial rhetoric.


LINKS

2017jambo.org, facebook.com/2017jambo, twitter.com/2017jambo, instagram.com/2017jambo


RESULTS

562,000 impressions across mediums

CONTENT EXAMPLES – PRESIDENTIAL VISIT

**2017 National Jamboree**
July 21, 2017 · 🌐


SPECIAL ANNOUNCEMENT: President Donald J. Trump will become the eighth sitting president to visit a national jamboree. He will be at the 2017 National Jamboree on Monday, July 24, preceding the stadium show that evening. Jamboree participants should check their email for more details on this signature experience.




www.summitbsa.org

SUMMITBSA.ORG

1.9K Likes 220 Comments 1.5K Shares

**2017 National Jamboree**
July 22, 2017 · 🌐

Jamboree participants, leaders and staff should start to "Be Prepared" for the eighth presidential visit to a jamboree on Monday. Initial information is now available.



Start to "Be Prepared" for Eighth Jamboree Presidential Visit on July 24 - The Summit Bechtel Reserve

President Donald Trump will become the eighth sitting president to visit a jamboree when he arrives at the Summit Bechtel Reserve on Monday, July 24. ...

SUMMITBSA.ORG

849 Likes 50 Comments 227 Shares



**2017 National Jamboree** was live.
July 19, 2017 · Facebook Live Stream · 🌐

35K Views

1K Likes 817 Comments 383 Shares



National Jamboree
@2017Jambo

Follow



The **#2017jambo** welcomes **@POTUS**, the 8th president to visit a jamboree, on Mon 7/24. Learn more about his visit at



President Trump Continues Tradition as Eighth President to Visit National Ja...

On Monday evening, July 24, the President of the United States, Donald J. Trump, will become the eighth president to visit a national jamboree. President Trump's vis...
summitbsa.org

5:01 PM - 21 Jul 2017

107 Retweets 186 Likes

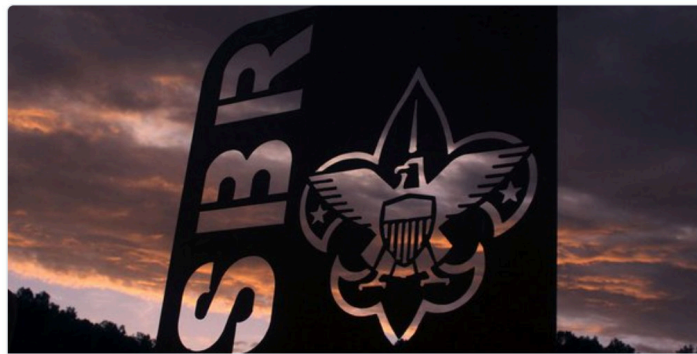


National Jamboree
@2017Jambo

Follow



Program, logistics, and mobilization details on Monday's **@POTUS** visit now available: bit.ly/2eG65mb **#2017Jambo**

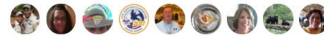


Details about Presidential Visit on Monday - The Summit Bechtel Reserve

On Monday, July 24th, President Donald Trump will become the eighth President of the United States to visit a national jamboree. To prepare for the excitement of a ...
summitbsa.org

10:49 AM - 23 Jul 2017

21 Retweets 65 Likes



DARETODO

As Social Media Manager for this national service initiative, I coordinated engagement and interaction across Facebook, Twitter, and Instagram. The campaign was designed to cause users to take action and share how they gave back to their community on social media. I was responsible for publishing relatable and inspirational content through an established messaging strategy and hashtag (#DareToDo).

LINKS

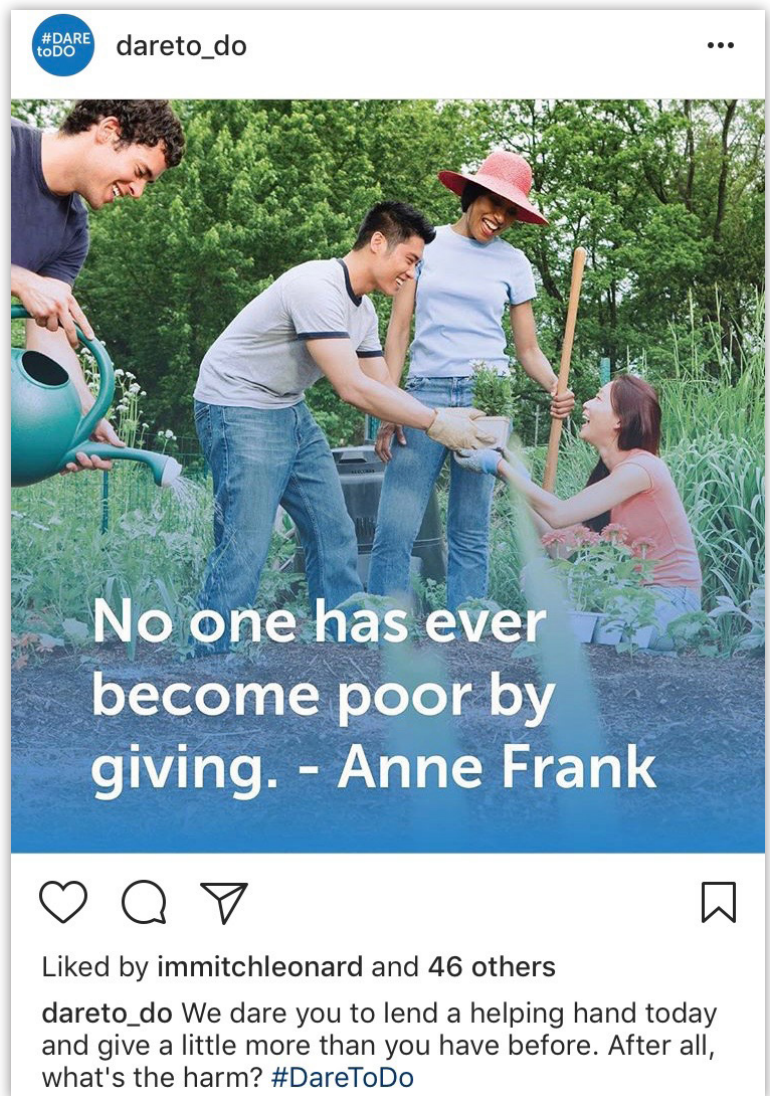
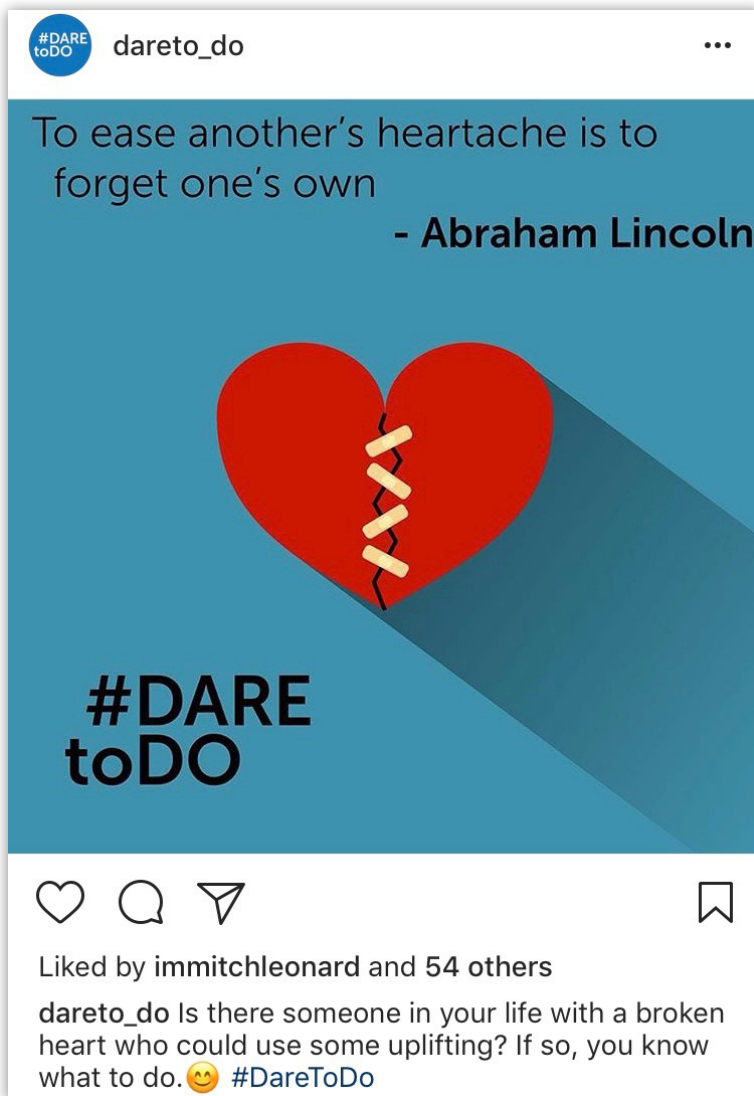
facebook.com/daretodo2015, twitter.com/dareto_do, instagram.com/dareto_do

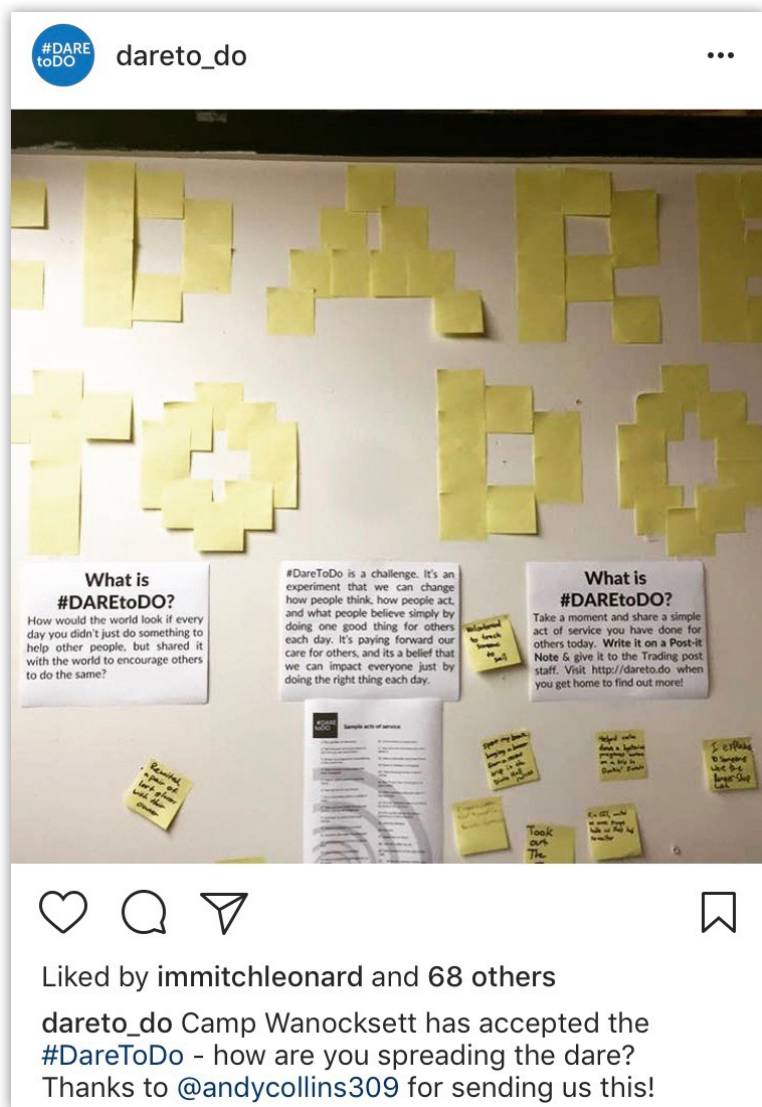
RESULTS

- Trended #3 on Instagram nation-wide
- 1,400,000 hashtag views
- 12,700,000 social impressions



CONTENT EXAMPLES – DARETODO





Writing Samples

- Feature Story – “Dr. David Saunders, Head of Department of Biology”
- Profile Story – “Ashley Adams, Campus Programs Coordinator”
- News Story – “Public Health Guest Speaker”
- Enterprise Story – “Shapes That Tell Stories”

FEATURE STORY

When a person walks through the doors of McCollum Science Hall they are hit with a myriad of senses. The dripping of water can be heard as it flows over the rocks of the waterfall, behind a plethora of closed doors the sights of students tenderly and hurriedly work in laboratories, yet, no voices can be heard. That is of course until you open the doors of Dr. David Saunders' office who will welcome any student to the Department of Biology.

"I came up through the ranks as a faculty member; I was a faculty member for 13 years" says Saunders, Professor and Head of the Department of Biology at the University of Northern Iowa. "I wanted to try to do something more to help faculty, to help students and the way to do that was through the administrative route."

Helping others learn about biology and learn more about a subject has been apart of Saunders' life for as long as he can remember. "I loved school! Four years of undergraduate – I loved it, I loved learning," he says with a smile that is from ear to ear. "And then they told me, 'you can continue this, you can go get a masters degree' so I thought, 'okay, sure.'" While some might have decided to end their academic career there, Saunders was the opposite. He continued, "They said, 'you can go get a PhD' and I thought, 'yeah that sounds good' so I went to Kansas State University and did my PhD in the veterinary college."

After more than a decade of post-secondary academics it is probably a good assumption that these people know exactly what they are going to be doing for the rest of their lives, this however was not the case for Saunders. "'Well what am I going to do now?' and they said, 'well you know what, you can teach,'" he exclaimed while tossing his hands in the air. "That's when I realized I wanted to have a bigger impact. Each step along the way, I've had the opportunity to interact with students. I really enjoy that."

For the past 25 years, Saunders has been conducting research about various facets of blood. He began his post-graduate degree research by studying the effect that hibernation has on blood flow and then moving more towards blood clotting and how different temperatures could impact it. When asked about the process of testing blood clotting and how he ended up at his results he laughs and says, "It's simple. So simple I wish I would have thought of it." The process is done by taking one syringe of plasma and adding one of 12 different blood factors, based on how the two react you are able to figure out at what time the blood will clot.

To further understand how blood clotting can be tested and his research, Saunders walks to a laboratory in the basement of McCollum Science Hall where he grabs three things: a \$4,000 reading device that's main job is to rotate a small object, a mini beaker and a steel pellet. "You put this pellet in the container, put it on the machine, press start, and wait for the pellet to move. Once it does, that's it. Like I said; it's simple" he says.

Saunders passion for learning and helping students learn is evident in many ways. "I'm extremely proud of this program here. The faculty and every last person is really interested in student learning and enjoys working with students," he says proudly. "It's not just the biology students I like interacting with – from their questions, it causes me to learn more about biology."

PROFILE STORY

With her door wide open, Ashley Adams' office in Student Life is cozy, comfortable and welcoming. A couch with University of Northern Iowa purple and yellow pillows sit nestled within the cushions, autographed posters from campus events in addition to quotes from powerful leaders line the walls and coloring utensils neatly organized sit in a mug atop her desk.

"My original plan was to be a high school history teacher," says Ashley Adams, Campus Programs Coordinator at the University of Northern Iowa. "I loved teaching, but I also realized through my clinicals that I did not like teaching high schoolers. Luckily the graduate assistant from my campus activities board, the year I was president said, 'you know, you're pretty good at this, maybe you should try this for a living.'"

Being in student affairs had not yet clicked in her mind as a realistic job for the future. "You think of careers as doctors, lawyers, things that kids talk about when they're younger that they want to be." said Adams.

Adams' position in the Office of Student Life is split between a multitude of organizations and responsibilities. 40 percent of her time is devoted to being the advisor for Campus Activities Board (CAB), a student-led organization that hosts weekly events for students across campus, 40 percent being the advisor for Service & Leadership Council (SLC), a student and faculty based organization that teams up with the community to assist with volunteer events, 10 percent are other duties as assigned and the last 10 percent is being a Maucker Union employee helping with specific tasks.

"A lot of days are comparable to being a best day," says Adams. "More recently, a current executive member that I work with on CAB did not have very much confidence in themselves and they weren't getting a lot of respect in their committee. We talked about conflict management and so that person stepped up, addressed the conflict in the committee and then came back the next day with a huge smile of their face and was like, 'that was so much easier than I ever thought it was.'" She continued with a proud smile, "When a student takes a piece of advice that's going to benefit them and help with grow, that's always a good day."

Adams' ability to help others and put them before her own interests is unique. She is an Adult Child of an Alcoholic meaning she grew up with her dad being an alcoholic and her uncle also being an addict. As for where that characteristic to help others comes from, she says "I know that there is a root of it that comes from wanting to fix and make things better from my childhood and the household I grew up in." Additionally, she attributes some of it from her own professional development and her love of autobiographies, especially stories about women empowering others. Adams said, "You can never be perfect and you as a person constantly need to grow. You need to develop and evolve in order to be a better person."

Rest assured, Adams' door in the Office of Student Life in Maucker Union will be open the next time you walk by. If you get the chance, stop in and say hi, she'd be happy to chat.

"I get excited by watching you succeed. I just have to sit here, listen and talk to you guys, hang out with a pretty awesome group of students and then you all succeed," Adams says with grin. "What could better? It's the best of both worlds!"

NEWS STORY

The University of Northern Iowa Department of Biology will host public health professional, Susann Ahrabi-Fard, as part of its Alumnus in Residence yearly series, on Thursday, April 13, at 3:00 P.M. in McCollum Science Hall room 001.

Ahrabi-Fard will speak on “Public Health, Outbreaks and Tales from the Field: 20 years of Communicable Disease Surveillance” focusing particularly on meningitis, rabies, monkey pox, zika and ebola. For the last 18 years, she has served as a Communicable Disease Epidemiologist for the Wisconsin Division of Public Health. In her current role, she conducts disease surveillance for numerous diseases, responds to outbreaks and participates in national outbreak investigations including anthrax, H1N1, ebola and zika virus. She will also describe her career in public health and share stories from her unique experiences in the field.

Ahrabi-Fard graduated from UNI receiving her B.A. in 1991 and her M.A. in 1994. She was selected for a national “Emerging Infectious Disease Laboratory Training Fellowship” through the Centers for Disease Control and Prevention (CDC). During her fellowship, she was stationed at the Wisconsin State Laboratory of Hygiene where she completed rotations in bacteriology, tuberculosis and virology.



ENTERPRISE STORY

When someone hears the words, 'Apple' or 'Target' they probably imagine in their minds a flat white apple with a small piece missing and a small red circle surrounded by a larger red circle. A logo is often most likely the first thing a person interacts with of a company or group. They have an enormous job which is to represent something much bigger than themselves.

"Logos aren't just a symbol, it is an identity. A face to the name," says Joey Dierdorf, a junior Political Science and Government and Studio Art double major at Wabash College.



Jacob Manternach, a Graphic Design major at the University of Northern Iowa believes that a logo is, "For visual identity. If you have a logo that someone can say your company by briefly looking at your logo and know all about your company, then you have a good logo."

According to inc.com, strong logos must translate well across different mediums because they will be used in various ways. Every aspect such as a business card, name placard or post card should reflect the identity of a brand. It all starts with the logo being the visual base of a brand's look and feel.



"I think that a logo is the topping on the cake for building a brand," says Justin St. Louis, a freshman Political Science and Government major at the University of Massachusetts Lowell. "When you see 'Subway' you think 'Eat Fresh,' or 'Walmart' you think 'Everyday low prices.' Building a brand and identity is very complex, but the way you simplify that in a really simple and relatable way is by creating a logo that conveys that."

Logos are the chief visual component of a company's overall brand identity, states Chron. The logo appears on stationery, websites, business cards and advertising. For that reason, a well-designed logo can contribute to business success, while a substandard logo can imply amateurishness and turn off potential customers. However, a logo should cohere well with other aspects of a company's visual presentation: No logo, however well designed, can look good when surrounded by contradictory graphical elements or inconsistent fonts.



"A good logo is simple, sharp, and meaningful – the colors, fonts, and images/shapes should all be geared towards communicating the mission and purpose of that particular brand," according to St. Louis.

ENTERPRISE STORY CONT.

Logo Design Love notes that one design tip is to keep logos simple in nature. Keeping the design simple allows for flexibility in size. Ideally, your design should work at a minimum of around one inch without loss of detail. Take for example, the logos of large businesses such as Mitsubishi, Samsung, FedEx and Facebook. All of their logos are very simple in design, while much thought was put into them, they are more memorable and recognizable because of their simple design.



Many logos and brand identities can also make people feel a certain way. It was make someone feel happy or confident in a product that company is selling. It may also make a person feel that a business is immature and not professional if their logo has lots of rounded edges and uses uncommon colors like orange.

Dierdorf said, “When you see the apple, it evolves an emotional reaction. That is so much more powerful than any words could adequately advertise in such a simple way.”

“For the newspaper the logo is just as important as it would be for any company. But in journalism, having a consistent logo and identity helps establish credibility and reliability,” stated Hannah Gibbs, a senior Graphic Technology and Interactive Digital Studies double major at the University of Northern Iowa. Gibbs is also the Managing Editor of the Northern Iowan. “Especially in news, establishing credibility and reliability is very difficult to do, but it’s extremely important. Journalism exists based off readership and you won’t have readership without credibility and reliability.”



Apple is an emotionally humanist brand that really connects with people - when people buy or use their products or services; they feel part of the brand, like a tribe even. It is this emotional connection that creates their brand - not purely their products and a bite sized logo, as Just Creative notes.

In his book, “How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World,” Michael Bierut says, “When we look at a well-known logo, what we perceive isn’t just a word or an image or an abstract form, but a world of associations that have accrued over time.” He continues, “As a result, people forget that a brand new logo seldom means a thing. It is an empty vessel

ENTERPRISE STORY CONT.

awaiting the meaning that will be poured into it by history and experience. The best thing a designer can do is make that vessel the right shape for what it's going to hold."

Bierut is a graphic designer at the renowned design firm, Pentagram. He has worked with clients including The New York Times, MIT Media Lab, Mastercard, Saks Fifth Avenue and Verizon. One of his most recent works was designing Hillary Clinton's 2016 presidential campaign logo with some inspiration from Barack Obama's 2008 presidential campaign logo. "I want something that's so simple that a first-grader could do it with construction paper, Elmer's glue and kindergarten scissors," Bierut recalls saying. He "didn't want a fancy thing you needed to know software programs to create, [rather] something that was easy to draw as a heart or a peace sign or a smiley face."



99% Invisible pointed out that logo design has not always been such a major source of public scrutiny and controversy. When the United Parcel Service (UPS) changed their logo in 2003 to reflect a broadening of their business beyond package delivery, the redesign elicited a few articles. Much of the criticism and discussion that took place, however, happened within design community forums and chat rooms rather than big social media sites. The rise of social media and online publishing has since changed the equation for logo criticism. When Gap unveiled its new logo in 2010, it sparked a huge outcry from brand fans and citizen critics. In a way, this shouldn't have come as a surprise – people are invested in the logos of things they love – but Gap was not expecting such a high level of resistance. Eventually, the company caved and reverted to its old logo. More recently, in January of this year when the Los Angeles Chargers announced they were moving from San Diego to Los Angeles, the team's social media channels received a lot of interactions for all of the wrong reasons. The Chargers floated a navy and blue logo that included a stylized lightning bolt attached to the city's initials. The logo has striking similarities to those of the L.A. Dodgers and Tampa Bay Lightning. Because of the outcry on social media and other online platforms the team quickly rescinded the design and stated that it was simply just a marketing concept.

In the end, each person understands the impact of a logo a little bit differently than how someone right next to them might understand it. That is the beauty of design. That is the beauty of a logo, because it has the ability to convey emotion, represent something bigger than itself and to tell a story.



Photos contributed by: Mitch Leonard, 99% Invisible, Quartz, Wired, Eye On Design, Sports Illustrated and Inkblot Design.

Strategy Documents

- 2017 National Social Media Team Goals (Order of the Arrow)
- Social Media Team Operations Guide (Order of the Arrow)

2017 NATIONAL SOCIAL MEDIA TEAM GOALS

2017 Social Media Team Goals

January 11, 2017

Mitch Leonard | Youth Lead Branden Morris | Lead Adviser

Quarter 1

1. Consolidate storyboards into one central storyboard therefor creating the most efficient workflow
 - a. *Traffic Manager to lead this project*
2. Establish a system with the photography team to curate photos into collections that can be uploaded to Flickr

Quarter 2

3. Build an Instagram & Snapchat team of capable youth from the ground up
 - a. Identify enthusiastic and capable youth to be team lead
 - b. Explore various methods to build a Snapchat strategy
 - i. Identify and develop a system for sections and regions to request access to use our account
 - ii. Build training materials on how to tell stories in the OA's voice which would be given to those who have access
4. Explore using Medium as a platform for human-focused stories
 - a. Develop workflow for gathering content from the Arrowmen Press Corp

Quarter 3

5. Create basic training materials for storyboarding and drafting posts for sections, lodges and chapters to implement in their social media strategy
 - a. *Identify 1 or 2 people to head this project*
 - b. The ideal output would be a very simplistic 1 - 2 page document/electronic document including our best practices, sample posts and sample graphics

Quarter 4

6. Solidify Snapchat as a viable platform of communication for the Order of the Arrow
 - a. *Mitch and Will will be drivers of this project*

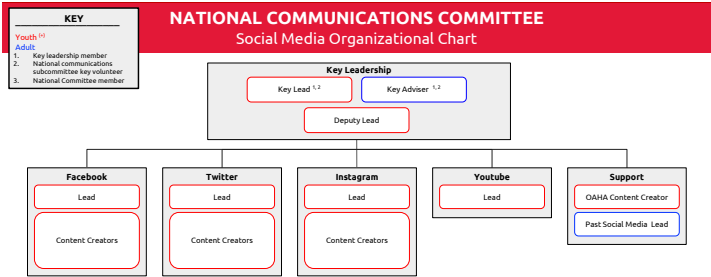
Ongoing

7. Hold quarterly all team conference calls to discuss team updates, welcome new people to the team, brainstorm new ideas about creating posts, storyboarding, etc.
8. Continue working on making Flickr a repository of the best images from national and regional events
 - a. Simultaneously creating a stock image repository for the audience outside of the Order of the Arrow and Boy Scouts of America



SOCIAL MEDIA TEAM OPERATIONS GUIDE

Organizational chart



The national communications committee leadership organizational chart (with sub-team charts) is available online (with names corresponding to each role) at the following link:

• [HERE](#)

Additionally, a full team roster with content information can be found by clicking:

• [HERE](#)

Sub-teams

FACEBOOK TEAM

The Facebook team is the original social media presence of the Order of the Arrow. It plays a critical role in communicating relevant content to a large portion of the OA's membership base. While the audience does sway to the more experienced generation of Arrowmen and family members of Arrowmen, our content remains educational, entertaining and inspirational.

The Facebook team consists of a small but mighty group of content creators who are experts in telling stories on Facebook but are agile enough to contribute to other platforms if they so choose.

TWITTER TEAM

The Twitter team plays an integral role in the communications for the Order of the Arrow. The voice we use across all accounts is of an Arrowman aged 17-21 years old who is experienced with leadership roles but is grounded at the local level. The audience for Twitter ranges drastically but lodges, sections and regions are our biggest drivers for sharing content.

The Twitter team is made up of a close-knit group of content creators who are skilled at telling stories and creating engaging content in 140 characters with the occasional emoji thrown in the mix.

INSTAGRAM TEAM

The Instagram team plays a vital role in the communications for the Order of the Arrow serving as its fastest growing social media platform. The voice we use across all accounts is of an Arrowman aged 17-21 years old who is experienced with leadership roles but is grounded at the local level. This is most evident on Instagram which is reflected in the engagement from followers our account receives.

The Instagram team is comprised of small but enthusiastic group of content creators who are true experts at using the powers of the platform to leverage the OA's presence on it.

SOCIAL MEDIA TEAM OPERATIONS GUIDE CONT.

Job descriptions



LEADERSHIP TEAM

SOCIAL MEDIA LEAD

Reports to Communications Coordinator

Oversees and maintains content creation, editing, approval, engagement and interaction of the Order of the Arrow's social media presence. With assistance from the social media team adviser and deputy social media lead, the national OA social media lead fosters the skills of youth content creators to facilitate and enhance the organization's digital presence. Works with, but is not limited to: the OA national officers, OAHA promotions team and LodgeMaster/technology subcommittee to employ educational, entertaining and inspirational content across their respective social platforms. Strives to share the story of the Order of the Arrow using vehicles which are most effective and relevant to all audiences of Arrowmen. He serves as a key volunteer on the national communications subcommittee.

DEPUTY LEAD

Reports to Social Media Lead

- Serve as the driver of content being posted to the [Order of the Arrow - Boy Scouts of America Facebook page](#), [@oabsa](#) Twitter account, [@oabsa](#) Instagram account, Snapchat, YouTube channel and Flickr as necessary
 - » Ensure posts are being created so that they are educational, entertaining or inspirational
 - » Ensure posts are being published on a normal frequency:
 - + Facebook = daily
 - + Twitter = daily or multiple times a week
 - + Instagram = multiple times a week
- Serve as the liaison (in partnership with the social media lead) between requesters for content to be published on the OA's social media accounts and team leads
- Assist with editing and approval for content created for various platforms
- Create content if asked by the social media lead or if a content creator is not able to
 - » Post and schedule content to social media accounts if a team lead or social media lead is unable
- Maintain regular communication with the social media lead, other leads on the social media team, and social media team adviser
- Assist with inviting and onboarding new team members via socialmedia@oa-bsa.org email forwarder
- Assist social media lead with keeping the [social media team roster](#) up to date
- Attend conference calls and/or Google Hangouts as specified by the social media lead (Quarterly)
- Continue to find new and unique ways to engage our audience and enhance the OA social media accounts

Order of the Arrow | National Communications Committee Operations Guide | 33

Job descriptions (cont'd)



- Continue to find new and enthusiastic Arrowmen who have a passion for social media that could be part of the team
- Assume social media lead duties and responsibilities if asked by social media lead due to being away for another obligation or other time constraints

CHANNEL LEADS

FACEBOOK LEAD

Reports to Social Media Lead

- Serve as a community manager for the [Order of the Arrow - Boy Scouts of America](#) Facebook page which includes but is not limited to: posting content, liking posts our page is tagged/mentioned in, replying to direct messages and questions in the comments section, and hiding inappropriate comments made on our content
- Oversee a team of content creators with the necessary assistance from the social media lead, deputy lead, and social media team adviser
- Storyboard concepts to create posts on a weekly basis where content is being published daily or multiple times a week with the necessary assistance from the social media lead, deputy lead, OA communications coordinator and social media team adviser
 - » [National Communications Subcommittee | Social Media Storyboard](#)
- Create content if asked by the social media lead or if a content creator is not able to
- Proofread posts from content creators for grammatical errors and incorrect OA style usage
 - » Provide constructive feedback as necessary for each post
 - » Embellish posts if inadequate
- Maintain communication with the social media lead, other leads on the social media team, and OA communications coordinator
- Attend conference calls and/or Google Hangouts as specified by the social media lead (Quarterly)
- Continue to find new and unique ways to engage our audience and enhance the OA Facebook page
- Continue to find new and enthusiastic Arrowmen who have a passion for social media that could be part of the team

TWITTER LEAD

Reports to Social Media Lead

- Manage the [@oabsa](#) Twitter account which includes but is not limited to: posting content from our [@oabsa](#) Twitter handle, retweeting and quoting relevant content, liking posts our account is tagged/mentioned in, replying to followers, hiding inappropriate comments made on our content, following relevant Order of the Arrow Twitter accounts, and liking content from accounts we follow as necessary

Order of the Arrow | National Communications Committee Operations Guide | 34

SOCIAL MEDIA TEAM OPERATIONS GUIDE CONT.

Job descriptions (cont'd)



- Oversee a team of content creators with the necessary assistance from the social media lead, deputy lead, and social media team adviser
- Storyboard concepts to create posts on a weekly basis where content is being published daily or multiple times a week with the necessary assistance from the social media lead, deputy lead, OA communications coordinator and social media team adviser
 - » [National Communications Subcommittee | Social Media Storyboard](#)
- Create content if asked by the social media lead or if a content creator is not able to
- Proofread posts from content creators for grammatical errors and incorrect OA style usage
 - » Provide constructive feedback as necessary for each post
 - » Embellish posts if inadequate
- Maintain communication with the social media lead, other leads on the social media team, and OA communications coordinator
- Attend conference calls and/or Google Hangouts as specified by the social media lead (Quarterly)
- Continue to find new and unique ways to engage our followers and enhance the @oabsa Twitter channel
- Continue to find new and younger Arrowmen who have a passion for social media that could be part of the team

INSTAGRAM LEAD

Reports to Social Media Lead

- Manage the [@oabsa](#) Instagram account which includes but is not limited to: posting content from our @oabsa Instagram handle, favoriting posts our account is tagged in, replying to followers, hiding inappropriate comments made on our content, following relevant Order of the Arrow Instagram accounts, and liking content from accounts we follow as necessary
- Oversee a team of content creators with the necessary assistance from the social media lead, deputy lead, and social media team adviser
- Storyboard concepts to create posts on a weekly basis where content is being published 1-2 times per week with the necessary assistance from the social media lead, deputy lead, OA communications coordinator and social media team adviser
 - » [National Communications Subcommittee | Social Media Storyboard](#)
- Create content if asked by the social media lead or if a content creator is not able to
- Proofread posts from content creators for grammatical errors and incorrect OA style usage
 - » Provide constructive feedback as necessary for each post
 - » Embellish posts if inadequate
- Maintain communication with the social media lead, other leads on the social media team, and OA communications coordinator
- Attend conference calls and/or Google Hangouts as specified by the social media lead (Quarterly)

Job descriptions (cont'd)



- Continue to find new and unique ways to engage our followers and enhance the @oabsa Instagram channel
- Continue to find new and younger Arrowmen who have a passion for social media that could be part of the team

SUPPORT STAFF

CONTENT CREATOR

Reports to Team Lead (Facebook, Twitter & Instagram)

- Create educational, entertaining or inspirational content for the social media platform which team you are on and submit to team lead for editing and approval in a timely manner
- Help team lead storyboard concepts so that content is being posted on a normal frequency utilizing the [National Communications Subcommittee | Social Media Storyboard](#)
 - » Facebook = daily
 - » Twitter = daily or multiple times a week
 - » Instagram = multiple times a week
- Maintain regular communication with team lead and social media lead
- Attend conference calls and/or Google Hangouts as specified by the social media lead (Quarterly)
- Continue to find new and unique ways to engage our audience and enhance the Order of the Arrow's social media presence
- Continue to find new and younger Arrowmen who have a passion for social media that could be part of the team

SOCIAL MEDIA TEAM OPERATIONS GUIDE CONT.

Workflow



FACEBOOK TEAM

1. Facebook team receives a request to start drafting content for a post
 - a. Internal — post concepts brainstormed by social media team members
 - b. External — eNews, OAHA content, requests from social media lead/adviser or other OA committees
2. Facebook team lead determines the nature of the concept and assigns to the appropriate content creator
 - a. Adds the post concept to the "Concept" column in the [National Communications Subcommittee | Social Media Storyboard](#) under the Facebook tab
 - b. In the "Status" column, it should be coded as "NEW"
 - c. Based on request and other content being published, the Facebook team lead determines which day that concept should be posted
3. Once content creator has drafted a post for the concept, it should be coded as "NEEDS APPROVAL" in the "Status" column
 - a. The drafted post should be listed in the "Draft Post" column with any necessary links or images included in the "Links and Graphics" column
4. The Facebook team lead is then responsible for editing the post for grammar and OA style errors, providing constructive feedback to the content creator so they can improve in the future and approves the draft
 - a. In the "Status" column, it should be coded as "TEAM LEAD"
 - b. The draft is then sent to the social media lead for their approval
5. The social media lead makes any additional edits and approves post
 - a. Once this happens the "Status" column should be coded as "SOCIAL MEDIA LEAD"
 - b. The approved post is then sent to the OA communications coordinator for final approval
6. The OA communications coordinator then makes any final edits and gives their final approval
 - a. At this point the "Status" column should be coded as "COMMS LEAD"
7. The Facebook lead will then schedule the post using Hootsuite and/or Facebook scheduler if it's a native embedded video
8. Once the post has been published on Facebook, it should be coded as "PUBLISHED" in addition to placing the actual date and final post in the "Final Post" column

TWITTER & INSTAGRAM TEAM

1. Twitter & Instagram team receives a request to start drafting content for a post
 - a. Internal = post concepts brainstormed by social media team members
 - b. External = eNews, OAHA content, requests from social media lead/adviser or other OA committees
2. Twitter & Instagram team lead determines the nature of the concept and assigns to the appropriate content creator
 - a. Adds the post concept to the "Concept" column in the [National Communications Subcommittee | Social Media Storyboard](#) under the appropriately labeled tab

Workflow (cont'd)



- b. In the "Status" column, it should be coded as "NEW"
 - c. Based on request and other content being published, the Twitter & Instagram team lead determines which day that concept should be posted
3. Once content creator has drafted a post for the concept, it should be coded as "NEEDS APPROVAL" in the "Status" column
 - a. The drafted post should be listed in the "Draft Post" column with any necessary links or images included in the "Links and Graphics" column
 4. The Twitter & Instagram team lead is then responsible for editing the post for grammar and OA style errors, providing constructive feedback to the content creator so they can improve in the future and approves the draft
 - a. In the "Status" column, it should be coded as "TEAM LEAD"
 - a. The draft is then sent to the social media lead for their final approval
 5. The social media lead makes any additional edits and approves post
 - a. Once this happens the "Status" column should be coded as "SOCIAL MEDIA LEAD"
 6. The Twitter & Instagram lead will then schedule the post using Hootsuite and/or their personal device
 7. Once the post has been published on Twitter & Instagram, it should be coded as "PUBLISHED" in addition to placing the actual date and final post in the "Final Post" column

Skills & Tools

Social:

Platform native analytics, Hootsuite, Sprout Social, Iconosquare, Audiense, Tweetdeck, Google Analytics, Google AdWords, SEO

Design:

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro

Technical:

HTML/CSS, WordPress, Squarespace, Drupal, Google Apps, Microsoft Office, Apple productivity apps