

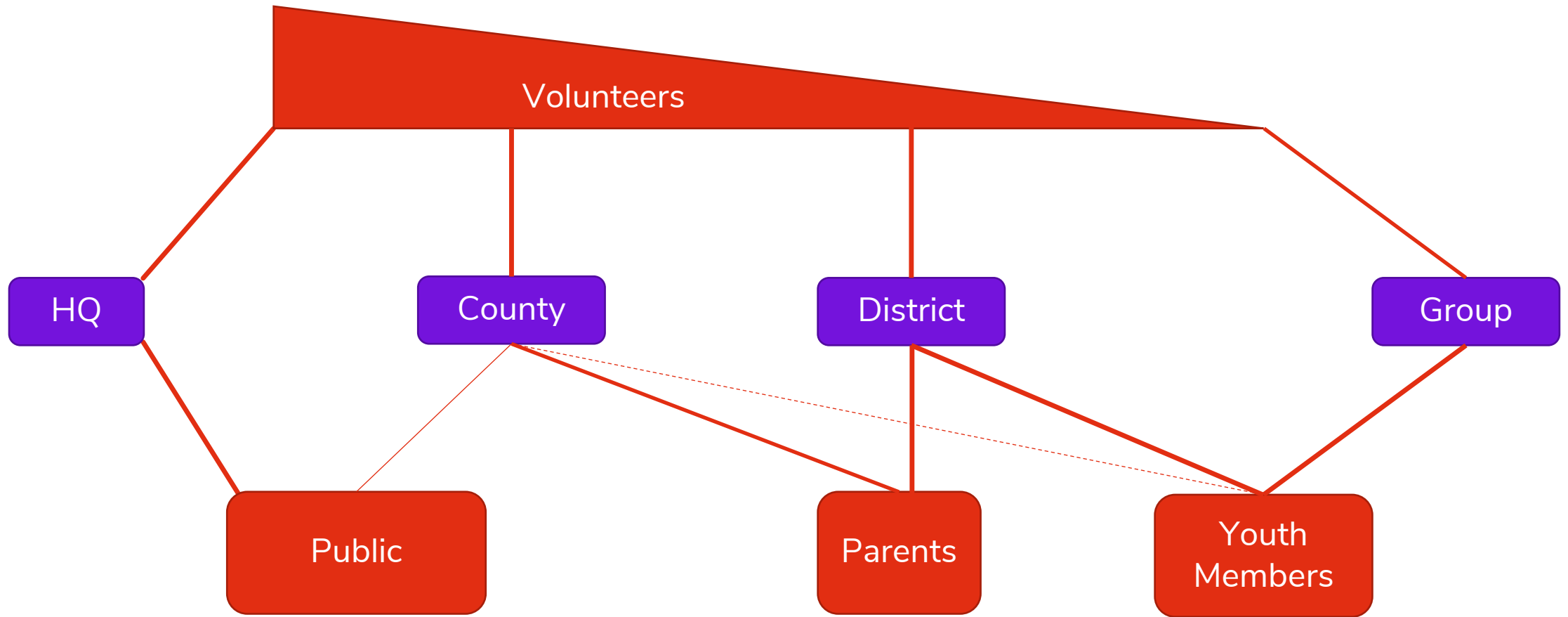


# Building Engagement

Exploring Digital Communication

*David Kitchen, District Commissioner, Willesden*

# Who do we engage with?



# Your Website

The King of Communication

# What About Social Media?


- Who can look at your Facebook Page?
  - People with a Facebook Account
- Who sees your tweets?
  - Some of your followers on twitter
- Who sees your Instagram posts?
  - Your followers when they are scrolling

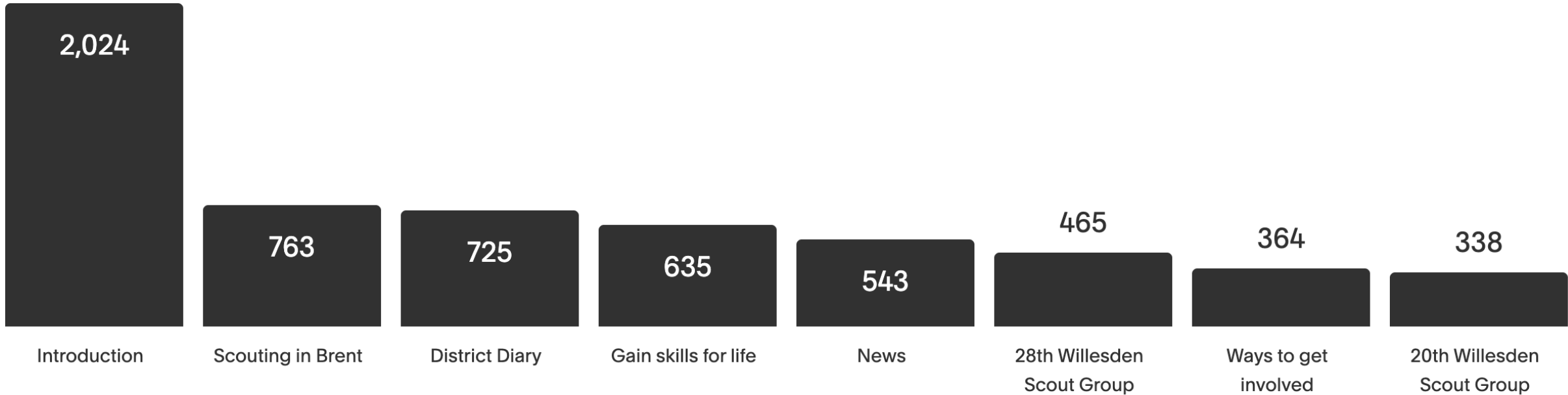
# Why do we have websites?

Why do we have websites?

# Popular Content

Tue, Jan 1 – Sat, Oct 19, 2019

Year To Date 



# **With a Good District Website**

Most groups probably  
don't need their  
own website

# Direct Communication



# Indirect Communication

Social Media

# Other Places Online

About 113,000 results (0.49 seconds)

## 4th Hounslow | Scouts

<https://scouts.org.uk> › [get-involved](#) › [groups](#) › [4th-hounslow](#) ▼

Through the everyday adventure of **Scouting**, young people and adult volunteers regularly experience new challenges that enrich their lives. From camping and ...

## 4th Hounslow | Scouts

<https://scouts.org.uk> › [get-involved](#) › [groups](#) › [4th-hounslow](#) › [questions](#) ▼

4th **Hounslow**. Back to Map 4th **Hounslow**. Introduction ... QWe're moving to a new area, can I transfer my child to a new **Scout** Group? A. If you're moving to a ...

## Scouts | Hounslow FSD

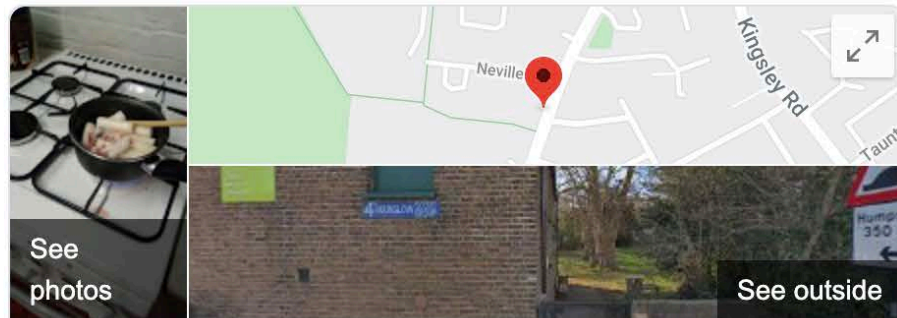
<https://fsd.hounslow.gov.uk> › [hounslow](#) › [fsd](#) › [service](#) ▼

**Scouts**. Beavers (6–8) - Beaver **Scouts** are our youngest members. Cubs (8-10½) - A Cub **Scout** Pack can have up to 36 Cub **Scouts** and is split into smaller groups called Sixes. **Scouts** (10½–14) - Each **Scout** Troop consists of small units of six to eight **Scouts** called a Patrol, usually led by a Patrol Leader.

## 4th Hounslow Scout Group - Home | Facebook

<https://www.facebook.com> › ... › [Youth Organization](#) ▼

4th **Hounslow Scout** Group. Sherlock Homies. Community Organization. 4th Heston **Scout** Group. Public & Government Service. **Hounslow** Central Residents' Association. Hardings Print Solutions. Jack Draws Anything. Learn to drive with Fi Pandhal red driving school. The de Lacey Pre-School, Bedfont & Feltham. Kingston ...



## 4th Hounslow Scout Group

Website

Directions

Save

3.0 ★★★★★ 2 Google reviews

Scouting in Hounslow, England

**Address:** The Stables, Lampton Rd, Hounslow

**Phone:** 020 8577 1406

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

Questions & answers

[Be the first to ask a question](#)

Ask a question

About 174,000 results (0.29 seconds)



Rating ▾

**8th Ealing Scout Group**

4.7 ★★★★★ (3) · Scouting

The Jack Girvan Hall, Popes Lane



WEBSITE



DIRECTIONS

**1st Ealing North Scout Group**

5.0 ★★★★★ (1) · Scout hall

Nichols Green



WEBSITE



DIRECTIONS

**25th Ealing Scout Group**

5.0 ★★★★★ (2) · Scout hall

2A The Grove

Open · Closes 11PM



WEBSITE



DIRECTIONS

 More places**Ealing & Hanwell District Scout | Skills for Life**<https://www.ealingandhanwellscouts.org.uk> ▾

If you're reading this you must have some interest in **Scouting**. There are 10 groups in the District, pretty much evenly spaced around **Ealing** and **Hanwell**.





## Willesden District Scouts

Youth organisation

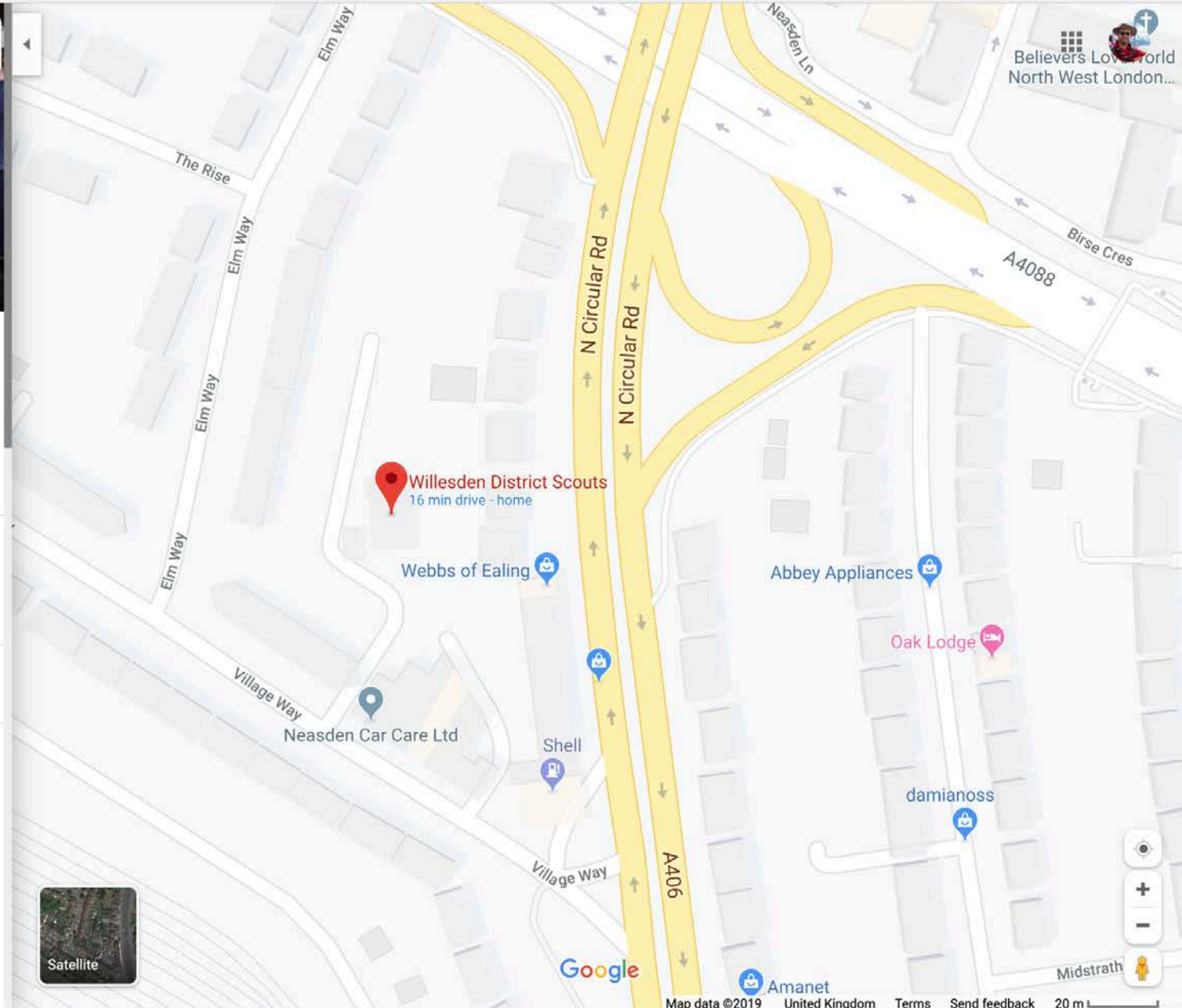
You manage this Business Profile

10,440 views in the last month

Directions Save Nearby Send to your phone Share

**TUE** Tue, 22 Oct · 19:30–21:30  
District HQ Sub-Committee – Willesden Scouts

- You visited last week
- Scout Approach, Village Way, London NW10 0LH
  - HP5W+C5 London
  - willesdenscouts.org.uk
  - 020 8459 3737
  - Add a label



Queries used to find your business • [Send feedback](#)



The most popular queries for your business by unique users

1 month ▼

	Query	Users
1	scouts near me	89
2	scouts	59
3	district	33
4	scout	31
5	cubs	15

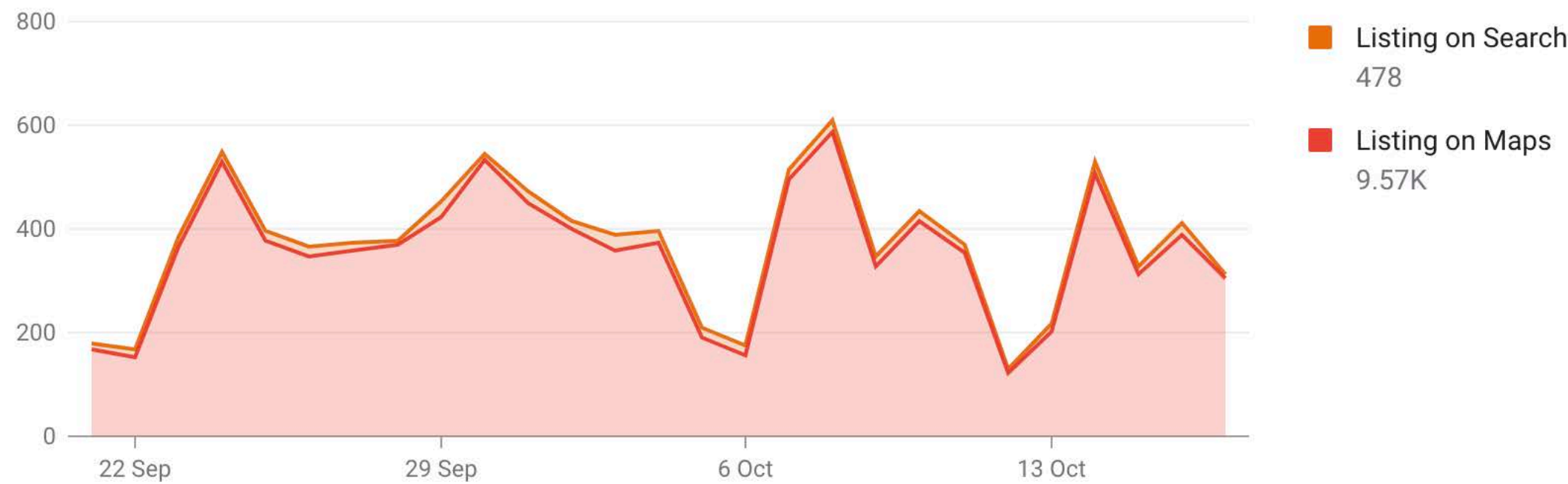
# Where customers view your business on Google



The Google services that customers use to find your business

1 month ▾

Total views 10.1K



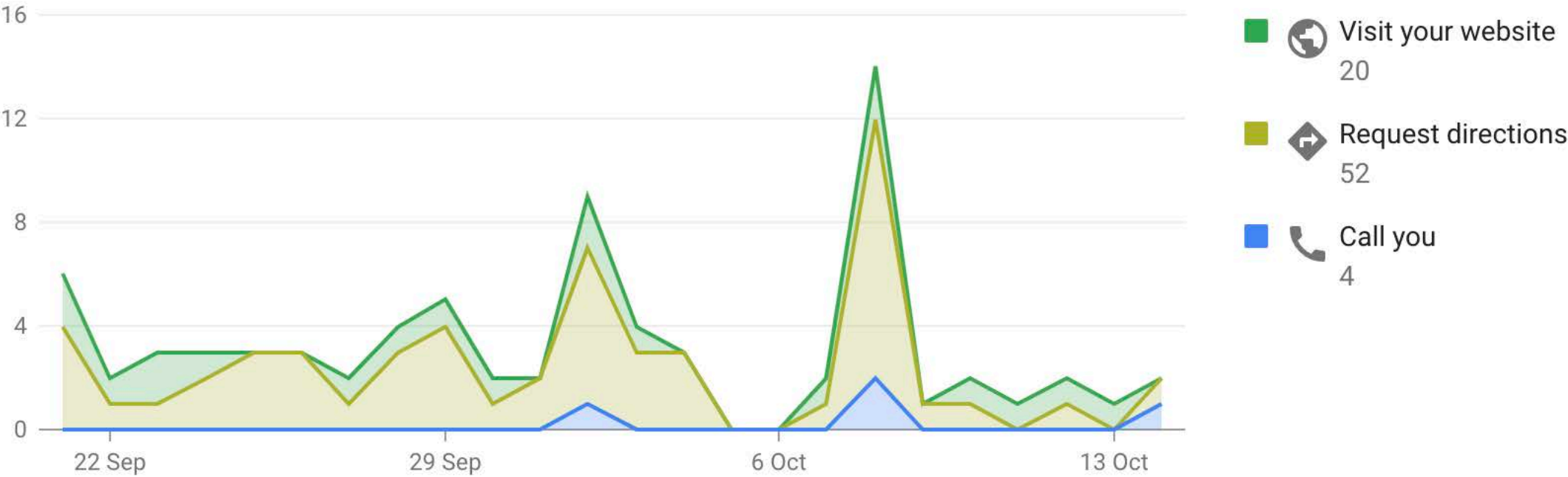
# Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 76





# Directions requests



The areas where customers request directions to your business from

1 month ▾

NW10	15
E17	<10
NW2	<10
SW19	<10
SW6	<10
W3	<10



**Get offline!**