

# Recruiting with Nextdoor

**Nextdoor**, an app designed to connect neighborhoods and communities, allows you to create and post events online, as well as invite your neighbors and community members. It's a great way to get the word out about recruitment events, unit open houses, and other unit events. Have units post content in their neighborhood.

## Posts – Best practices

Include a subject line, make it 50 characters or less  
“Join Scouting Today”

## Message Body

- Keep it short – call to action to join Scouting soon
  - Add a link to BeAScout.org or our council page, [bsacac.org/joincubscouts](http://bsacac.org/joincubscouts) (links need to include http://)
- “Escape the indoors and create your own adventure by joining Scouting! Come see us at Perry Park this Tuesday to find out what Scouting is about!”

## Images

Posts that include images typically get shared and viewed more so it's always a good idea to include a picture

## Attachments

PDF version of your flyer can be attached in your Nextdoor post

## Events

Create an event and share it in your neighborhood. Add the event to the public event calendar and make sure “Announce to neighbors” is enabled.

