Digital Storytelling Pilot Program

The program will educate adults and youth on how to create an exciting, compelling message using photos or videos and how to distribute that message using several different social media platforms.

“We want to teach parents, leaders and youth to create a message that they can use to promote Scouting to non-Scouts and non-Scout families”, stated Wilson Woods, chairperson of the program. “We’ll conduct several trainings throughout the council to accomplish this”.

David Burke, Project Manager for the pilot, confirmed “We’d like to have everything ready to go by early summer, so Scouts and parents can take advantage of the great adventures at camp to craft their stories and qualify for great prizes. Then we’ll work with a few pilot units in several districts to use these message to promote their fall roundup efforts through social media, boy-to-boy, parent-to-parent”.

For more information, click on the link below:

http://www.scouting.org/storytellingworkshops.aspx

Don’t sign up for the Philmont course just yet, but if you have an interest in participating in the project, respond at pilotprogram@longhorn.org.