

Royal Rangers & Social Media

We live in an age of communication. Things are changing at an extraordinary pace. With each new generation, there is a new way to communicate, and for many, social media is the best opportunity to get the word out. At the local outpost level, you are always trying to leverage the best way to communicate to the families and the community. A phone call or face-to-face conversation is always preferred, but in our digital age, social media is an easy way to communicate to your outpost or a larger audience. For example, Facebook is a great way to connect with your leaders and parents to share about event and activities; however, if you want to utilize social media to its fullest potential, then you would need to also use Instagram, Twitter/X, YouTube, and the newest platform, Threads.

If this seems overwhelming, then we would encourage you to find a young leader or a young man in Adventure or Expedition Rangers to oversee the social media for your local outpost. For example, that emerging young leader, might encourage you to also use Snapchat or TikTok as well to reach the boys in the outpost. You could encourage a team of Adventure and Expedition Rangers to produce videos of events/activities to share. You would be amazed what they could produce to promote Royal Rangers! Remember, this is their world. They have never known a time there wasn't social media.

You can find the national Royal Rangers on Facebook, Twitter, Instagram, YouTube, and Threads under the username **RoyalRangersUSA**. We encourage you to follow, share, and like the posts that go out and encourage others as well. Let's all work together to get the word out that God is moving in the hearts and minds of Royal Rangers.



Rob Bennett

Children's Pastor at Peoples Church Salem, OR