



Pathfinder Procedure

Patriots' Path Council distributes a quarterly newsletter every September, December, March, and June which highlights past events that have happened since the most recent Pathfinder distribution. Any individual may submit articles and photos by following the "Pathfinder Submission Guidelines" which are detailed below.

Pathfinder Submission Guidelines:

- Articles should be based on events that have happened within the past 3 months
- Articles should be at least 5 sentences in length.
- All articles must be accompanied by 1 or more photos with captions describing the content of the photo(s).
- Submit articles and photos directly to Jennifer Volz at jennifer.volz@scouting.org.
- Articles and photos must be submitted by the following dates: August 1st, November 1st, February 1st, and May 1st. Any articles submitted after these dates may or may not be held for the following release.

Pathfinder Processing after Articles have been submitted:

- As articles are submitted, they are moved to the Pathfinder folder on e-mail.
- Each article is screened as to whether or not the content is relevant, timely, and appropriate for the Pathfinder. Every article must have a photo accompanying it.
- Articles are put together into a draft newsletter and draft is sent for proofing to our Editorial Service.
- Once approval is acquired from all sources, newsletter is then printed, distributed, and placed on council website.
- Pathfinders are distributed at monthly Roundtables, placed in the council service center, and in our council Scout shops. Pathfinders are mailed only to the Flintlocks.
- An e-mail with a link to the Pathfinder is sent to our Alumni Association.

Updated on: October 4, 2011



Alumni Connections Newsletter Procedure

The purpose of the Alumni Connections newsletter is to keep our Eagle Scout alumni and Scouting alumni aware of the council's programs, how they can get engaged in our programs and highlight the accomplishments of all of our alumni. The newsletter is to be e-mailed to the Alumni Association, and put on council website. Any individual may submit articles by following the "Alumni Newsletter Submission Guidelines" which are detailed below.

Alumni Newsletter Submission Guidelines:

- Articles should be based on events that have happened within the past 3 months and/or that are going to happen in the next 6 months.
- All articles must be accompanied by 1 or more photos with captions describing the content of the photo(s).
- Submit articles directly to Jennifer Volz at jennifer.volz@scouting.org.
- Articles must be submitted by the following dates: August 1st, November 1st, February 1st, and May 1st. Any articles submitted after these dates may or may not be held for the following release.

Alumni Newsletter Processing after Articles have been submitted:

- As articles are submitted, they are moved to the Alumni folder on e-mail.
- Each article is screened as to whether or not the content is relevant, timely, and appropriate for the Alumni Newsletter.
- Articles are put together into a draft newsletter and draft is sent for proofing to our Editorial Service.
- Once approval is acquired from all sources, newsletter is e-mailed to the Alumni Association and placed on council website.

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Council E-Newsletter Procedure

Patriots' Path Council distributes an electronic newsletter every other week which highlights upcoming events and important announcements. Individuals inside or outside of the Boy Scouts of America may sign up by accessing the council website www.ppbsa.org. Any individual may submit articles by following the "Newsletter Submission Guidelines" which are detailed below.

Newsletter Submission Guidelines:

- Articles should be based on upcoming events or needs that are of interest to scouts and leaders.
- All articles should specify which program levels it impacts.
- All articles must be accompanied by text. Please do not send just an attachment.
- Submit articles to the staff advisor for approval. You may also CC the e-mail to Andrew Joiner at andrew.joiner@scouting.org in case the staff advisor is out of the office.
- Articles submitted by Wednesday on the e-newsletter schedule as per the council calendar will be eligible for the next e-newsletter release. Any articles submitted after Wednesday of the due date will be held for the following release.

E-Newsletter Processing after Articles have been submitted:

- As articles are submitted, they are moved to the e-newsletter folder on e-mail.
- Each article is screened as to whether or not they have been passed through the appropriate staff advisor. Articles that have not been submitted by the staff advisor directly are replied to with the staff advisor CC'd for this requirement.
- Articles are added online in "draft mode only" every other Thursday (Day after Wednesday deadline).
- An e-mail is composed to the scout executive and director of field service for approval of the articles which have been attached to the e-mail and a request for proofing from our Editorial Service.
- Editorial service proofs articles online which are in the "draft mode" directly.
- Once approval is acquired from all sources, articles online are then published. An e-mail is created and sent out to the e-newsletter distribution list.

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Council Blog Procedure

Patriots' Path Council has a blog, www.cubscoutingfun.org, dedicated to keeping fun and energy in the Cub Scout program. Individuals, particularly volunteers involved or once involved in the Cub Scout program, may submit blog posts by following the "Council Blog Submission Guidelines" which are detailed below.

Council Blog Submission Guidelines:

- Visit the blog at www.cubscoutingfun.org
- Posts should be sent to the council blog administrator, at info@cubscoutingfun.org.
- Posts can be based on past or upcoming Cub Scouting program ideas or needs.
- Posts can be questions or answers that will facilitate a discussion on the blog.
- Posts that are deemed as inappropriate for the blog will not be posted.
- Comments to posts will not be accepted on any "Posts" that are older than 90 days.
- All comments utilize an "Anti-Spam" image match input. This is to eliminate "Robotic Spam".
- All comments are sent to a moderator queue prior to being attached to a post. All comments will be moderated within 24 hours by the council blog administrator.

NOTE: The reason for these items is to ensure that no "SPAM" or restricted comments do not get accidentally posted and that our volunteers spend their time writing helpful posts and not as IT Administrators.

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Facebook Procedure

Patriots' Path Council has a Facebook Fan Page which highlights upcoming events and important announcements. Individuals inside or outside of the Patriots' Path Council may "become a fan" by accessing the council website www.ppbsa.org and clicking on the link to become a fan on Facebook or by searching for Patriots' Path Council on Facebook and clicking on becoming a fan. Any individual may post on the wall of the page by following the "Facebook Fan Page Submission Guidelines" which are detailed below.

Facebook Submission Guidelines:

- Posts can be based on past or upcoming Scouting events or needs.
- Posts can be links from a positive Scouting story in national or local news.
- Posts can be announcements highlighting recognitions received.
- Posts can be questions or answers that will facilitate a discussion on Facebook.
- Posts can be put directly on the wall; can be sent to Patriot Pete, the council Facebook administrator, at facebook@ppbsa.org; or sent to your staff advisor to submit to Patriot Pete.
- Posts that are deemed as inappropriate for the Facebook Fan Page will be immediately taken down by the council Facebook administrator.
- Posts should be made in a timely fashion depending on the content of the post.

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