



## Scouting America – Digital Renaming Guidance

Scouting America [Brand Guidelines](#) and additional assets are available [in the Brand Center](#).

### Internet Domain Names

At the time of the Scouting America announcement on May 7, 2024, 55% of Councils had “bsa” in their domain name. Those Councils will need to purchase and migrate to new domain names.

- Recommended formats for new domain names:
  - scouting<city>.org
  - scouting<council>.org
  - <council>scouting.org
- New domain names should not contain the following abbreviations:
  - bsa
  - sa
- When migrating domain names, plan out the migration for all services that may be hosted on the domain: subdomains, websites, email addresses, FTP accounts, etc.
- Remember that such content and services related to camp properties, OA lodges, and other fundraising or events may be on different domains. This exercise should be completed with these domains as well.
- It is recommended to hold onto (continue paying for registration of) the Council's prior domain name(s) for at least three (3) years to ensure any bookmarks are updated and emails are forwarded. For websites, redirects should remain in place while the Council continues to control the prior domain name(s).
- Ensure that hyperlinks, QR codes, and printed references to the website(s) are updated.

### Websites

Some website frameworks/CMSs will require a configuration change to adopt a new domain name.

- [Instructions for WordPress](#)

Depending upon the Council's website configuration and hosting provider, a domain name change may also require a new SSL certificate. Work with the hosting provider or SSL certificate issuer to update the domain name.

Content on all Council websites should be updated no later than February 8, 2025 to match new Scouting America branding. As a reminder, a Council should generally brand itself as “**Scouting America [Council Name]**” (e.g., “**Scouting America Grand Eagle Council**”). If

the Council is using the [BSA Council WordPress theme](#), many of the brand updates will be available seamlessly with an upcoming theme update.

## Social Media

Most social media accounts have both a “vanity name” (often shown near a profile photo) and a username/handle (often used in the URL). Although timely change of the more prominent vanity name is most critical, Councils should change both fields.

- [Instructions for Facebook Pages](#)
  - [Allowed names](#)
  - Page names can only be changed once every 60 days
- [Instructions for Instagram accounts](#)
  - [Name changes may be reviewed](#)
- [Instructions for TikTok usernames](#)
- [Instructions for X usernames](#)

Ensure that hyperlinks, QR codes, and printed references to the social media accounts are updated.

## Email Newsletters

- Update any templates in email newsletter systems to approved Scouting America branding.

## Staff/Volunteer Email Signatures

- A new official Scouting America email signature will roll out soon. A template will be available in the Scouting America Brand Center once it is available.
- When the official signature rolls out, coordinate a migration for email signatures as follows.
  - [Instructions for Gmail](#)
  - [Instructions for Outlook](#)
  - [Instructions for Apple Mail](#)

## Suggested Approach

- List out all digital properties owned or managed by the Council, along with their respective owners/administrators.
- Identify which digital properties contain former branding.
- Plan out the order in which the digital properties will be updated and assign an “owner” for each action.

- Identify any budget impacts and ensure funds are available. If not, assess whether this can be accomplished through volunteer assistance.
- If aiming for a specific target date for migrations (but no later than February 8, 2025), be aware that certain technical operations for domains take time to process and that social media changes may be audited before going live. Take these lead times into account.