

Group Scout Leader

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Online and Social Media Policy

The purpose of this document is to outline the use of online facilities (including but not limited to websites and email services) and social media platforms (including but not limited to Facebook, Twitter, YouTube, and Instagram) by members and associates of the 4th Northampton Scout Group when representing that Group and its members and associates.

Above all, this policy serves to safeguard the young members of the Group from risks inherent in the digital world, and to protect the wider members and associates of the Group.

Moderation

All websites and social media platforms organised by the Group will be moderated. The Group Scout Leader and Section Leaders will be responsible for such moderation, and overseen by the Executive Committee.

The policy of moderation shall be that any content that might be considered inappropriate under the terms of this policy shall be taken offline immediately. If suitability can later be shown, content will be restored if possible.

Use of Platforms

In all cases, the policies of the platforms concerned are to be observed alongside the policies outlined within this document. This includes age restrictions for membership, including (but not limited to):

- **Twitter:** 13
- **Facebook:** 13
- **YouTube:** 18 (13 with parental permission)
- **Instagram:** 13

The Scout Group will not advocate membership of our young members to services that they are not of appropriate age to use.

Public and Private

Within the scope of this policy, a public platform is one which can be accessed by anyone, without restriction, who can access the platform. For example, an open Facebook page. A private platform is one that can only be accessed by an identifiable list of individuals, that can be administered by moderators.

Permissions

An individual age 16+ or a parent/guardian of a younger individual must give permission before the individual concerned can be the subject of posts online. For uniformed leaders, permission is implied.

Parents/Guardians

All media captured by parents and guardians (e.g., photographs) at Scouting events is governed by the spirit and scope of this policy.

Personal social media accounts are considered as public within the scope of this policy. A parent/guardian can post, and takes responsibility for, media in which their child is sole subject. Where any other young person or individual has been captured by such media, this policy should be consulted.

Use of Media

Media includes, but is not limited to, images, audio, and video. Any such media wherein individual members can be clearly identified will be deemed inappropriate for public posting. Media where individuals can be identified may be appropriate for private posting, subject to moderation and permissions.

Communication

When communicating online, in posts, emails, tweets, or any other content, every effort must be made to:

- Ensure content is appropriate to audience. The benchmark audience is our young members: even though most young members are not of appropriate age for most platforms, it must be assumed that parents will let their children view content that pertains to them.
- Do not use inappropriate language or themes.
- Do not include defamatory content, whether towards individuals, the Scout Group, the Scout Association, or the Scout Movement.
- Do not reference specific individuals in public posts, without permission being granted by those individuals or their guardians beforehand.
- Under no circumstances must any personal contact details for an individual be posted without consent.
- Under no circumstances must any personal contact details for a young person be posted **in any case**.

Location and Events

Upcoming, current, and past events can be reported on or promoted through platforms, within the following guidelines:

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- Details of attendees to **past** events can be posted, subject to permissions etc.
- Details of attendees to **current** and **future** events cannot be posted.
- Specific timetables of activities to **past** events can be posted.
- Specific timetables of activities to **current** and **future** events cannot be posted. Outlines and dates of events can be posted.

Website

The Group's website (4thnorthamptonscouts.org.uk) is a public platform, and should be treated as such when determining content to post to it under the scope of this policy.

Facebook

The Group has a public Facebook page (facebook.com/4thnorthamptonscouts) and a private Facebook group.

Group Scout Leader and Section Leaders are identified as Editors for the Facebook page. This means that they can publish content to the page, and moderate posts. Anyone can post comments to published content, but cannot post content of their own. All content published to the Facebook page is public, and should be treated as such.

Group Scout Leader and Section Leaders are identified as Administrators for the Facebook group. This means that they can invite people to the group, remove members from the group, and moderate posts. All members of the group can post content, subject to moderation.

If a parent/guardian wishes to join the Facebook group, they must request an invite and communicate the email address they use to sign on to Facebook to an administrator. An invite will be sent to that email address. Instructions for joining will be within the invite email.

Membership to the Facebook group should be offered to all parents of young members, leaders, members of the Executive Committee, and similarly appropriate individuals. When an individual's membership to the group is no longer deemed appropriate (e.g., they are not a leader or similar, and no longer have young people in their care as members of the Group), their membership to the group should be ended.

Twitter

The Group has a Twitter account (twitter.com/maroonscarf). All content posted to Twitter is public, and should be treated as such.