Social Media Policy

This policy has been developed in line with the Scout Associations factsheet FS103011 and aims to set out the policy for Social Media accounts set up in the name of and to represent Bradford North Districts both for events and sections.

Social networking offers a world of possibilities to Scouting. Many young people in Scouting are already users of sites such as Facebook and Twitter However, it is essential to ensure that you keep both yourself and young people safe online and, as an adult in Scouting, you have a key role to play in actively promoting these safety messages.

Facebook Pages and Groups
For Bradford North District Scouts events where it is considered appropriate to have a separate Facebook presence to the main District Facebook page, a page can be set up to represent the event. This should only be done for events that occur at regular intervals. Permission to set up a page to represent the County must be sought from the District Commissioner.

Facebook groups at a District level should be avoided unless there is a real justification for having a group that young people can join. Due to the safeguarding nature of this, permission to set up a group must be sought from the District Commissioner directly.

Privacy settings to be set on all Facebook pages and Groups to protect the members including images and articles

Permissions
All District Pages and Groups must have the following Managers assigned:
The District Commissioner, The District IT Manager, the District Secretary, The District Media Manager other managers must be agreed with the District Commissioner (and have a District appropriate appointment)

Other Content Managers for pages can be assigned but again all content managers must have a District appointment and be agreed with the District Commissioner.

Pages and Groups should be set up so followers cannot tag photos. Photos should only be tagged for adults by administrators.

Twitter
All District Twitter accounts are set up to automatically link to Facebook, so Facebook automatically tweets. All District Twitter accounts passwords will be shared with the MDM, District Commissioner, The IT manager and District Secretary. It is the policy in general that due to the link with Facebook the accounts logons will not be shared outside this group, however permission can be sought for particular individuals (providing they have a District appointment) to have access to these, again due to the safeguarding nature of this permission should be sought from the District Commissioner.

Permission to set up a twitter account in the name of the District must be sought from the District Commissioner

Privacy settings to be set on all Twitter pages and Groups to protect the members including images and articles

Snapchat

In line with HQ safeguarding guidance, no District Snapchat accounts are permitted to be set up in the District's name.

District Email addresses

All District email addresses are set up to represent a section or area to maintain consistency when individuals move roles, email addresses are not set up in individual names as this leads to issues in emails being sent to the wrong individuals when individuals move roles i.e. emails will be set up as scouts@bradfordnorthscouts.org.uk rather than joe.bloggs@bradfordnorthscouts.org.uk

District emails should not be used for personal use such as signing up to commercial offers / newsletters or for accessing personal accounts they are granted to be used for scouting purposes only. All emails sent on behalf of the District are subject to the data protection act and may be required to be supplied to third parties if the subject of a data access request (hence should only be used for scouting purposes)

All emails sent from a county email address are representing the county so should be professional and polite at all times and in line with the ethos and rules of the Scout Association. Where a request for an email address is initiated for an individual that doesn't already have a county appointment and has not been to the county appointments committee, this must be approved by the County Commissioner.

Compass Messaging System

Following the introduction of compass a new communications messaging system now exists to be able to communicate with all members and OH's directly. It is the District Policy that this tool should be used carefully as there is currently no facility to opt out of communications from it and the "mail ALL" function also includes non members of the movement such as OH's. To this end it should only be used to communicate with the roles relevant for which the communication is formally intended e.g. for an explorer communication only explorer leaders and assistant leaders will be selected rather than selecting ALL etc.

Guidelines for the use of District Social Media

In line with factsheet FS103011 the following are the guidelines for managers / administrators and content managers of the District's Social Media accounts:

A common-sense approach

While social network profiles are easy to set up and use, it is important that you keep a professional distance online, just as you would in the 'offline' world.

Think carefully about how any digital communication might appear to a third party. Compared with a conversation in the real world, technology increases the potential for messages to be seen out of

context, misinterpreted or forwarded to others. The use of sarcasm and innuendo are not appropriate and it is essential to remember that you are in a position of trust.

Bear in mind that once you place something on Social Media, it is in the public domain, which means people can access it, change it and share it with others.

Guidance for adults

- Remember you are in a position of trust as a volunteer.

- Remember that some sites have an age restriction (i.e. Facebook has a minimum age of 13 years)

- Conduct yourself in an appropriate way as you would face to face - be aware of what you say and how you say it.

- Don't engage in one-to-one conversations with young people via chat facilities or instant messaging - this is the same as going into a private room with a young person and closing the door.

- Do not provide personal details about young people on your website or social networking group (this includes school name, email address, ID, etc).

- Always ensure you have parental permission to use any photos of young people and only use their first names on any caption.

- Only use appropriate photos on your site, the sort that you would be happy putting on a public notice board - remember that everyone can view them.

- If you are concerned about the way a young person is attempting to contact you, report it immediately to your line manager.

- Don't use your personal social networking account to communicate with young people.

- Monitor places where interaction occurs including walls, discussions boards, comments on photos, tagging of pictures and 'Group' or 'Fan Pages'.

- Only set up pages for events, activities or groups for which you are responsible.

- If you sign yourself up to social networking sites you need to be aware that content is speedily updated. Photos can be tagged and posted on your account.

- Use separate profiles and communication routes for email or social networking to keep contact with any young people in Scouting and your private life separate.

- ALL communications with Beaver or Cub Scouts should be done through their parents or carers, not directly.

- Remember the Young People First, Code of Behaviour (Yellow Card) at all times.

- Remember anything posted on the District social media accounts represents the District so ensure you remain professional at all times.

Safeguarding
Please refer to Safeguarding section of Photographic Policy BN/POL/006