
Social Media Policy

**12th Leamington (Holy Trinity)
Scout Group**

Written: May 2022

Next Review Date: May 2024

Approved by the Group Executive Committee on 25/05/2022.

1. Introduction

Our Group Social Media Policy describes how we publicise and manage 12th Leamington (Holy Trinity) Scout Group's activities on social media platforms. We are committed to ensuring the privacy, safeguarding and the protection of our members in accordance with the Scout Policy Organisation Rules.

Our Group Online Social Media Policy relates to all members and volunteers at 12th Leamington (Holy Trinity).

2. Social Media Platforms

Social Media is an exciting way of promoting Scouting and we use this method of communication to interact with fellow Scouts, parents, and the local community.

12th Leamington (Holy Trinity) Scout Group actively engages with followers on Facebook. However, we understand social media is not for everyone and we respect our member's rights to online privacy, particularly when it comes to social media.

The Scout Association encourages the use of social networks to publicise Scouting. Our social networking is conducted within the guidelines issued by The Scout Association which can be found at www.scouts.org.uk.

3. Management

The 12th Leamington social media accounts are managed by the Group Executive Committee. Where deemed appropriate, the committee may appoint a 'person in charge' to oversee the day-to-day operation of a social media platform.

Prior approval must be obtained from the Group Executive Committee before creating any Group social media account.

A minimum of two administrators, including the Group Scout Leader, must be assigned to any social media account.

When access to any social media account is no longer required by an adult member, the GSL must ensure the password or other credentials are removed or changed immediately.

The Group's approved social media accounts and administrators can be viewed in appendix A.

4. Aims and Objectives

12th Leamington social media platforms will be used to cover the following:

- News and Updates about what is happening in the Group and specific sections of the Group.
- Compiled media highlighting a recent event or activity that we have been involved in.
- Opportunities for your Scout to further their skills and experiences, just let the leadership team know if your Scout would like to take part in advertised Scouting activities.
- Celebrating the achievements of our members both within and outside of Scouts.

To support social media administrators in their role, a check list (appendix B) has been produced as a guide to successfully achieving the Group's aims and objectives.

5. Code of conduct

We are very careful about the information and photos we post of our activities onto the Internet. All social media administrators must follow the Code of Conduct, outlined in Appendix C.

It is our policy to

- Follow the code of conduct (Appendix C).
- Ensure social media content meets the aims and objectives outlined in this policy.

All parents of 12th Leamington (Holy Trinity) Scout Group should be aware that we use photos of our young people to

promote and advertise Scouting and its benefits to young people and adult volunteers in Leamington Spa.

6. Consent

Generic parental permission must be obtained before any photos may be used on any Group social media platforms. This should be recorded by a Leader or Parent/Guardian on Online Scout Manager.

It is the responsibility of the person using the photo to make sure that all the parents have been informed of this policy and that permission have been obtained to use pictures of their son/daughter.

Appendix A

Approved Social Media Accounts

Social Media Platform	Usage Description	Administrators	Approval Date
Facebook	To promote the Scout Group and share content with all stakeholders.	Harry Robbins (GSL) Jade Collins (CSL) Liz Wylie (AESL)	25/05/2022

Appendix B

Social Media Checklist

What are your objectives?

Before you start any social media activity, identify how it ties in with the Group's objectives. Why are you using this channel? What outcomes would you like to see?

- **Think about your target audience**

- Will they find your content useful / informative?
- Is it accessible to everybody?

- **See it through**

- If you set up an online profile, page, group or join a conversation make sure you maintain it.
- Before you start your activity, plan how you see it developing.
- If it's a short-lived campaign, make sure you tie up loose ends when the campaign is over.

- **Review and evaluate**

- Consider how you will measure the success of your social media campaign /activity.
- Who will be responsible and how will you monitor and evaluate the effectiveness of the activity? Data Analytics, Post engagements?

- **Get the right tone**

- Use plain and appropriate language and an informal tone. Write in the first person. This will help engage with your audience.

- **Get your message across**

- Be clear, be concise, be accurate

- **Accountability**

- Be open and admit to any mistakes you make. You are personally responsible for the content you post online.

- **Stick to the rules**

- Always comply with relevant The Scout Association's Codes of Conduct

- **Pause before you post**

- Review and evaluate anything you post on social media as it will soon be widely accessible to all.

- **Reputation management**

- Remember if you are using social media as a representative of the Group you must protect and promote the Group's reputation.

- **Seek advice**

- If you are in doubt about posting content or have found content online that gives you cause for concern, please contact the GSL for advice.

Remember Mistakes Happen!

If you make a mistake online or post something you shouldn't have, best practise is to change it and make it clear that you have corrected the post. If you believe the mistake to be serious and damaging, you must alert the GSL immediately.

Appendix C

Code of Conduct

There are standards of online behaviour that are expected when representing the Group. The Group should be portrayed appropriately and accurately always. All users should be addressed and responded to respectfully.

Be Professional

- A professional social media presence provides a unique opportunity to share a perspective on what is going on in the Group and to promote scouting.
- Remember to consider content carefully before posting so it is appropriate. Appropriate behaviour takes into consideration well-considered language choices, equality, and diversity in terms of gender / ethnicity / sexuality/ disability etc.
- Always conduct yourself on the internet as you would face-to-face and be aware of what you say and how you say it. If you wouldn't say or do something in the "real" world, then don't do it online.

Be Responsible

- Seek advice from the GSL if you do not know something and need to find answers.
- Be realistic about timescales for expected responses.
- When requested by the GSL, be prepared to report to the Group's Exec Committee on any activity, progress, outcomes etc,

Safeguarding

- Never provide personal details about young people or volunteers.
- Always ensure you have permission from the appropriate adult to use any photos of young people. Permission is identified on OSM, if you are unsure about whether it is permissible to post an image, do not do it.
- Never use names of young people on any photo or video caption, without consent.
- Only share appropriate photos and ensure these are compliant with the Scout Association's Safeguarding Policy (e.g., no images of children in swimwear).
- Ensure any posts comply with permissions outlined within the Data Protection Policy.
- Never communicate with those under the age of 18 on a personal social networking account.
- Remember that anyone can view content on the internet. Posts on social media are accessible and easily shared to anyone.
- Regularly check Security settings and page privacy settings to ensure they are up to date. Ultimate responsibility for this will fall to the GSL.
- Always ensure content and images are in keeping with the ethos of Scouting.
- When using closed groups (e.g., for Parents on Facebook) always remove parents whose children have left the section. Be prepared to moderate or delete posts from Parents if you consider them inappropriate.