Social Media and Photograph Policy

March 2020

Scouts
St Helens and District

Policy Contents

Social Media and Photograph Policy

For St Helens and District Scouts

About this policy

N.B.: This Social Media and Photograph policy applies to all operations of St Helens and District Scout Council, including those at District Headquarters. It does not cover the operations of individual Groups, who should have their own policy.

1. Policy Statement

Volunteers and staff of St Helens and District Scouts may be able to access social media services and social networking websites at work, either through charity IT systems or via their own personal equipment. This social media policy describes the rules governing use of social media at St Helens and District Scouts. It sets out how volunteers and staff must conduct themselves when using the charity's social media accounts. This policy should be read alongside other key policies, such as our IT Equipment and Systems Acceptable Use Policy.

Social media can bring significant benefits to St Helens and District Scouts, however, it's important that those who use social media within the charity do so in a way that enhances the charity. A misjudged status update can generate complaints or damage the charity's reputation. There are also security and data protection issues to consider.

This policy explains how we can use social media safely and effectively.

2. Responsibilities

Everyone who operates a St Helens and District Scouts social media account or who uses their personal social media accounts for charity activity has some responsibility for implementing this policy.

However, these people have key responsibilities:

- The District Commissioner is ultimately responsible for ensuring that we use social media safely, appropriately and in line with our aims and objectives.

- Designates of the District Commissioner are responsible for providing apps and tools to manage our social media presence and track any key performance indicators. They are also responsible for pro-actively monitoring for social media security threats.

- The Media Development Manager is responsible for working with the District Commissioner, and Designates, to roll out ideas and campaigns through our social media channels.

3. General Social Media Guidelines

We recognise that social media offers a platform for the charity to perform marketing, stay connected with current, past and future members, parents, partners; and build its profile on-line.

The charity also believes its volunteers and staff should be involved in relevant conversations on social networks. Social media is an excellent way for us to make useful connections, share ideas and shape discussions. We therefore encourage volunteers and staff to use social media to support the charity's aims and objectives.

Regardless of which social networks we are using, following these simple rules helps avoid the most common pitfalls:

- Know the social network. We should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or update.

- If unsure, don't post it. We should err on the side of caution when posting to social networks. If we feel an update or message might cause complaints or offence — or be otherwise unsuitable — we should not post it.

- Be thoughtful and polite. Many social media users have got into trouble simply by failing to observe basic good manners on-line. We should adopt the same level of courtesy used when communicating via email.

- Look out for security threats. We should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.

- Don't make promises without checking. Some social networks are very public, so we should not make any commitments or promises on behalf of the charity without checking that we can deliver on the promises. Direct any enquiries to the District Commissioner (or Designate).

4. Use of Our Social Media Accounts

Only people who have been authorised to use the charity's social networking accounts may do so. Authorisation is usually provided by the District Commissioner (or Designate). It is typically granted when social media-related tasks form a core part of a role. Once granted access, access details should not be shared with anyone.

Allowing only designated people to use the accounts ensures our social media presence is consistent and cohesive.

5. Creating Social Media Accounts

New social media accounts in the charity's name must not be created unless approved by the District Commissioner (or Designate). We operate our social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

If there is a case to be made for opening a new account, an individual should raise this with the District Commissioner (or Designate).

6. Purpose of Our Social Media Accounts

Our social media accounts may be used for many different purposes. In general, we should only post updates, messages or otherwise use these accounts when that use is clearly in line with our aims and objectives. For instance, we may use our social media accounts to:

- Respond to member enquiries and requests for support.
- Share blog posts, articles and other content created by the charity.
- Share insightful articles, videos, media and other content relevant to the charity, but created by others.
- Provide supporters or followers with an insight into what goes on at the charity.
- Promote media campaigns.
- Support initiatives.

Social media is a powerful tool that changes quickly. We are encouraged to think of new ways to use it, and to put those ideas to the Media Development Manager.

7. Inappropriate Content and Uses

Our social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the charity into disrepute. When sharing an interesting blog post, article or piece of content, we should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

8. Safe, Responsible Social Media Use

Users must not:

- Create or transmit material that might be defamatory or incur liability for the charity.
- Post message, status updates or links to material or content that is inappropriate; Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs. This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law:

- Use social media for any illegal or criminal activities.
- Send offensive or harassing material to others via social media.
- Broadcast unsolicited views on social, political, religious or other non-business-related matters.
- Send or post messages or material that could damage our image or reputation.
- Interact with others in any ways which could be interpreted as being offensive, disrespectful or rude.
- Post, upload, forward or link to spam, junk email or chain emails and messages.

9. Copyright

We respect and operate within copyright laws. Users may not use social media to:
- publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. If we wish to share content published on another website, we are free to do so if that website has obvious sharing buttons or functions on it.
- Share links to illegal copies of music, films, games or other software.

10. Maintaining Confidentiality

Users must not:
- Share or link to any content or information owned by the charity that could be considered confidential or commercially sensitive.
- Share or link to any content or information owned by another organisation or person that could be considered confidential or commercially sensitive.
- Share or link to data in any way that could breach the data protection act.

11. Protecting Accounts

- Our social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.
- We must not use a new piece of software, app or service with any of the charity's social media accounts without receiving approval from the District Commissioner (or Designate).

12. Avoiding Scams

- We should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the charity or its members.
- We should never reveal sensitive details through social media channels.
- We should avoid clicking links in posts, updates and direct messages that look suspicious. Users should look out for URLs contained in generic or vague-sounding direct messages.

13. Guidance

1. **Message and audience first and then platform second**
   Don't be putting things up for the sake of it. Audience needs to be intrigued by what is going on. Need to think about the message that you want to get across first and then the best way to achieve that. The audience can become disengaged if they don't think that the post interests them which can lead to less followers/interaction.

2. **Need to try and move from 'broadcast' to 'dialogue**
   Making it more interactive and have campaigns which make the audience participate. Examples of these are hashtags and Q&A sessions, could do a takeover where focus on one person for the night for example a YC and leaders get to ask them questions via a hashtag.

3. **Keep on top of what is trending**
   Rather than just uploading things and expecting people to interact with us we need to go out and find our audience. Join in conversations, search for hashtags and include hashtags in our post.

4. **Start Campaigns**
   Successful ones like 'icebucketchallenge' and 'nomakeupselfie' became viral on social media. Although not something to that extreme we start campaigns like this and get it going around the county media. This could include nominating different counties/groups to do challenges.

5. **Be personal**
   No one wants to speak to someone with no personality and a social media page is the same. Be more engaging when quoting someone's tweet and don't be blunt. Use your initials at the end of a tweet to show who they are speaking to. The difference in 'great job!' to 'Amazing work, we can't wait to see what else you will be doing, #iscout LM.' Also, no shortcuts via abbreviations and numbers. 'txt writin is so 2000. K?'

14. Photography

Inspiring photography is at the heart of our brand. Our photography should show fun, friendship and adventure but above all, convey belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.
Photography is all about capturing a moment in time. It could be the moment you fell in the water while kayaking for the first time, or reaching the summit of a mountain, or the moment someone thanks you for a job well done. Remember we don't have to show uniforms or a neckerchief in every photo, but we should show fun, friendship and adventure, and convey a sense of belonging.

It is the policy for St Helens and District Scouts to use an opt out system for photography, this applies to all events and meetings that a member of the district team is present at. These images may be used on our social media platforms, website for printed publications.

It is the responsibility of the district team member/event organiser to ensure that this policy is made known and reasonable steps are taken when using photography to obscure personal details such as names and group/unit locations.

If a parent or guardian has an express wish that their child is not photographed it is the responsibility of the section leader to inform district team member/event organiser who will ensure that they have a subtle system in place to identify the young person to ensure they are where reasonably possible excluded from photography.

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POLICY

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