



Social Media Policy

This policy outlines how we use social media for the activities related to 1st Crowmarsh Gifford Scout Group.

Volunteers in this document means: Trustees, Team Leaders, Team Members, and any other adults or parents associated with 1st Crowmarsh Gifford Scouts Group.

It is important that all Volunteers are ambassadors for 1st Crowmarsh Gifford Scout Group and are fully aware of their responsibility when using social media.

Policy Explanation

1. What is social media

We have adopted the Scouts definition: "Social media is the collective term given to web-based tools and applications which enable users to create, share and interact with content (words, images and videos), as well as network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly Twitter), LinkedIn, Instagram, YouTube and TikTok."

2. Who is covered by this policy

All volunteers and parents involved with 1st Crowmarsh Gifford Scout Group.

This policy does not apply to youth members for three reasons.

1. The age of most of our youth members means that in general they should not have access to social media, with 13 years being the minimum age.
2. Youth members should not be in direct contact with any Volunteers through any Social Media or messaging service.
3. Youth members should not be bringing mobile phones to Beaver, Cub or Scout sessions – see our Mobile Phone Policy.

3. Our Social Media Use

1st Crowmarsh Gifford Scout Group uses WhatsApp for communications and Facebook for a public presence on social media, and does not have any other social media presence.

Volunteers with 1st Crowmarsh Gifford Scout Group use the following two social media applications as part of day-to-day running:

WhatsApp

- Section Team Leaders have a WhatsApp Group set up between Parents and the Team Leaders only. No young people are part of these communications.
- This group facilitates effective and timely communication to parents of events (e.g. pick up times after a hike).
- This group also serves as a vital way of involving parents with the activities their children are taking part in, through sharing of meeting updates and photo's at the end of the sessions.
- Team Leaders use WhatsApp after sessions are completed to keep parents informed, or if necessary during sessions.

Facebook

- Volunteers have the option to use local Facebook groups to reach out to the wider community to build engagement in fundraising activities and for the purpose of recruitment of volunteers and trustees.
- Posting to local groups could be from a personal account, therefore it is essential that this policy is considered with all communications.

Any new social media presence will be agreed by the Trustees in advance.

Our Position & Expectations

All Volunteers of 1st Crowmarsh Gifford Scout Group are to abide by this policy in all communications. No photos of young people will be used unless express permission is granted.

Parents will endeavour to avoid sharing any images to social media platforms of youth members other than their own children, without express permission from the parents/carers of the other young people.

Concerns

If you wish to discuss any part of this policy, please speak to your Section Team Leader who will be happy to discuss matters.