

24th Hastings Scout Group

Social Media Policy

Version no.	Draft
Date approved	
Date of next review	

1. General Statement of policy

Social media is the term commonly used for platforms which allow people to interact with each other online by sharing information, opinions and knowledge through content such as text, photos and videos. As the name implies, social media involves the building of online communities or networks, encouraging participation and engagement.

Social media is a significant part of many people's professional and personal lives. It is a quick, convenient and accessible way to share news, updates and information; promote services; engage with the public and other stakeholders; and to respond to feedback and questions.

However, its use also has risks, particularly around the unauthorised or inadvertent sharing of confidential information and potential harm to the reputation of individuals and organisations.

This policy sets out the way the 24th Hastings Scout Group uses social media, primarily Facebook and Instagram, to promote the activities of the Group.

The Group has adopted The Scout Association's Terms of Use for Social Media.

Anyone who accesses the Group's social media agrees to the terms of use and agrees to behave in a respectful way to all other users of the Groups' social media pages.

Each social media website or app may have its own terms of use, privacy and cookies policies that will also apply to your use of those sites.

2. Behaviour on social media

As Scouts we are guided by the values of integrity, respect, care, belief and cooperation.

To ensure compliance with these values, anyone who posts content on the Group's official social media accounts or interacts with them in any way will not:

- Abuse, harass, threaten, criticise, impersonate or intimidate any other users
- Post or share any inappropriate or offensive content or links to such content. This includes content which is false, offensive, sexually explicit, defamatory, threatening, obscene, unlawful or which infringes intellectual property rights
- Post or share content that could be considered as discrimination, bullying or harassment
- Use the Group's social media pages to break any laws or encourage others to break those laws
- Post or send the same or similar messages multiple times
- Breach confidentiality, for example, disclosing confidential information about an individual
- Attempt to hack into our social media accounts

3. Steps to protect our young people

The Group will never use the name of a young person on social media without the express permission of their parents/guardian.

The Group will use photos of our young people on social media to promote and advertise Scouting. **If any parent/guardian does not wish photos of their child to be used in this way, they should inform the leaders of their child's group.**
Done on sign-up when join group

It is the responsibility of the person posting photos to ensure that the photos only include children whose parent/guardian are happy for their photos to be used in this way.

4. Non compliance with the terms of use

If the Group believes that an individual has not complied with these terms of use, the Group has the right to:

- Refuse further use of and/or access to our social media pages
- Remove and/or edit comments on our social media pages

5. Cleansing of sites

The Group will periodically cleanse our social media and members who leave the group will have their access removed.

6. Privacy Policy

Our Privacy and Data Protection Policy is **available here.....**
Scout Association's GDPR policy

7. Policy Review

This Policy will be reviewed annually.