

## Social Media, including Facebook, Blogs & Scouts Victoria.

Scouts Victoria places the highest priority on the safety of our members in all areas of their lives, including the online world. Members, especially young people, may not understand or be fully aware of the risks associated with social networking and the internet as a whole. Scouts Victoria understands that it is a whole new world for many members and coming to terms with how our lives are changing as social networking becomes a larger part of everyday life, particularly for younger members of the organisation, is a challenge. As such, Scouts Victoria has developed a set of simple guidelines that are aimed at supporting all members in using and engaging in social media when representing Scouting or a Group/ Section / Event.

The underpinning intentions are:

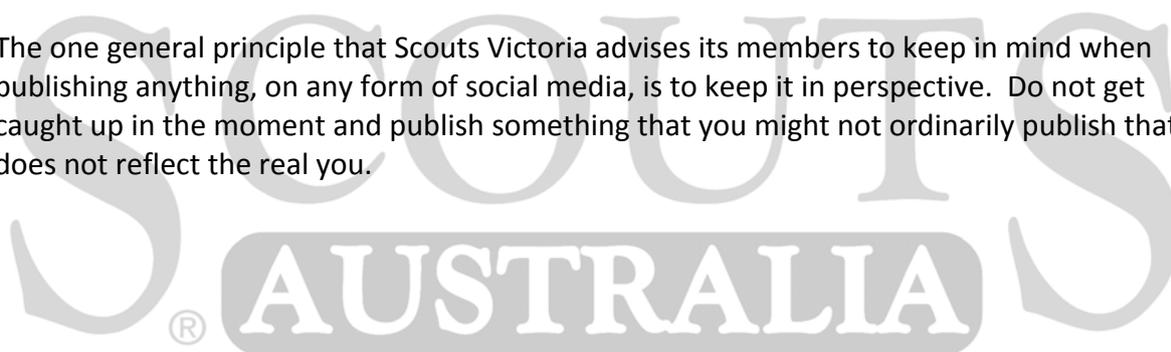
1. The protection of youth members;
2. To set some easily recognised expectations of behaviour online when representing Scouting or interacting with others as a member of the Association;
3. To ensure that participation online is respectful, relevant and protects the Association's good reputation; and follows the letter and spirit of the Scout Law.

These Guidelines should be used in conjunction with the Scouts Australia –Guidelines for Scouts Australia Online Administrators, September 2010. These are available from the publications library on the Scouts Australia website - [www.scouts.com.au/library](http://www.scouts.com.au/library).

The general principle of Social Media:

Social media is not meant just to push out information to followers, it is meant to foster conversation and build community — this is where social media really excels. Facebook is different to Twitter. Facebook is more diary like, especially since timelines were introduced where concepts and ideas are exchanged and discussed and milestones are celebrated. Twitter is more a running commentary on what is happening, ideas, thoughts and reactions. Other social media have their focus and purpose. The important thing to remember is that it is social, once something is published in social media it is out there for everyone to see, it no longer belongs to the individual. Those who author content and publish it have given others permission to use it, comment on it, pass it on to others and use it as they see fit.

The one general principle that Scouts Victoria advises its members to keep in mind when publishing anything, on any form of social media, is to keep it in perspective. Do not get caught up in the moment and publish something that you might not ordinarily publish that does not reflect the real you.



# Facebook, Social Media, Blogs & Scouts Victoria.

## Scouts Victoria Policy

1. Scouting Groups on Facebook and other social media should only represent actual Groups as officially recognised by Scouts Victoria and have the same name as their registered name;
2. It is highly recommended that all Groups are either set for no commenting on entries or Closed Groups, this means they are visible and only members of the group can see the posts. This level of Group setting allows
  - a. limited protection against misuse of information;
  - b. limited protection on misuse of photos posted on the site;
  - c. protection from unwelcome comments;
  - d. control of membership of the Group.If a Group chooses to allow comments/posts it is recommended and required by the Association that a registered leader be appointed as the moderator who will regularly check the page / site to moderate comments.
3. Facebook and other social media are not to be used as the primary method of communication for a Group. Members of Scouting must be provided with other avenues through which to communicate with their peers and must not be pressured into joining Facebook or other social media or feel excluded if they are not a member a social media network.
4. Scouting Groups on Facebook and other social media should abide by the rules of the governing organisation and not encourage members to join until they are of the correct age and fulfil all other membership requirements. For example the minimum age for Facebook is currently 13;
5. The Association recognises that social media is an emerging, powerful, developing, phenomenon that can not be ignored. The Association encourages those members who decide to engage in the use of social media for communication or promotion to do so appropriately and in accordance with these general principles.

## Scouts Victoria General Principles

1. Publication of photos of members of Scouting on Facebook and other social media must have the express consent of each individual in the photo. Photos published on Facebook and other social media do not remain the property of those posting the image and may be used by other members of Facebook and other social media. Publication of photos of Scouting members on Facebook Groups and other social media are not covered under the privacy section of the membership form for youth and adult members;
2. Comments or information posted on social media may be accessed by others and used freely by anyone who has access to that information – therefore members are advised to act cautiously with regards the content they post so as to avoid placing themselves or the Association in an invidious position;
3. It is suggested that members refrain from entering discussions that may be considered a critical incident or crisis situation. Further, members must not be critical of other people or organisations. Members are directed to refrain from entering into or taking any part in discussions where bullying and harassment are taking place;
4. Members are advised to be smart and cautious about protecting themselves, their privacy and the organisation's confidential information. Published / posted information is widely accessible and will be around indefinitely, extreme caution is advised;
5. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive;
6. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to Scouting. Make sure your efforts to be transparent don't violate Scouting's privacy or confidentiality;
7. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non- confidential activities;
8. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it is becoming antagonistic, do not become defensive and do not disengage from the conversation abruptly. Members are advised to remember to disengage from dialogue in a polite manner that reflects well on Scouting;
9. If members wish to write about other organisations or people, members are required to behave diplomatically, have the facts and have the appropriate permissions;
10. At all times act according to the Scout Laws & Promise.