# Scouts Victoria
## Digital Communication

The online space has never been more relevant for Scout Groups, for promotion within their local community and to communicate with members.

It's cost effective and efficient, and the technology is usually quite user-friendly. You don't need to be a web developer or online expert.

Here are our recommendations on the best online options for Groups and other formations.

## Websites

### Why use them and for what
- Great way to showcase your Group to the community and an excellent recruitment tool.
- Easily found in Google searches when someone types in 'place Scouts'.
- Promoting events with all the necessary details for attendees.
- Provide contact details for new member or current members enquiries.

### Things to consider
- Websites are in the public domain so all information and graphics need to be suitable in representing Scouting and consistent with the Scouts Australia Brand Manual.
- Be considerate when choosing photos, particularly of children. Try to ensure you are only using pictures of youth members within your own Group and evidence of permission to use the photos is recorded in Extranet.

### How to create your own website (it can be easier than it looks!)
- The Group may know someone who is able to help e.g. a Leader/Parent/Rover who works with websites or find a company who can assist you (ask for charity discount rates).
- There are online platforms available to 'build it yourselves' such as Wix (www.wix.com), Wordpress (www.wordpress.com) or Weebly (www.weebly.com/au). These are user-friendly with tutorials and video instructions available.
- The Marketing Team at Scouts Victoria can provide all the necessary branding tools like logos and correct colours to get your website looking suitably Scout-like.

### Registering your domain name
- Every website needs a domain name which is essentially the name and location of your website.
- For example, Scouts Victoria's domain name is www.scoutsvictoria.com.au.
- Domain names do need to be purchased however they are generally a low annual cost, e.g. $14 for two years.
- Important: do not let your domain lapse or it can embarrass you when someone else purchases it to promote un-Scouting products.
- To purchase a Domain Name Scouts Victoria uses and recommends https://ventraip.com.au/.
- When choosing a domain name, keep it generic and as clear and relevant/obvious as possible Recommended domain name format: 6thmelbournescouts.com.au.
- When registering your domain, use these details on the account:
  - Legal name of organisation with your Group name so:
    'The Scout Association of Australia, Victorian Branch – Moorabbin Scout Group'
  - Also use the organisation ABN 39662387026
  - Link to a generic gl.scoutgroup@scoutsvictoria.com.au email address and not a personal email to ensure the renewal notices are always received and ownership of the site will be kept up to date
  - Keeping the registered name and ABN consistent means Scouts Victoria can assist if anyone was to leave without passing on details, or the site became compromised
  - If your budget permits, register alternatives too e.g. 1stwindyvalleyscouts.org.au, 1stwindyvalleyscouts.com, windyvalley1stscouts.com.au, 1stwindyvalleyscoutgroup.com.au, so someone else can't.

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**Some examples of good Scout Group websites**

- www.moorabbinscoutgroup.net
- www.oceangrovescouts.com/
- 1stbentleighscouts.com.au/
- 6thmelbournescouts.org.au/

## Facebook

Facebook is an easy way to communicate with the public or privately within your Group. There are two main ways to use Facebook; Pages and Groups. Both options have their own benefits and limitation and can also be used together very effectively.

**Facebook Pages**

- Facebook pages are open and are great for promoting your Group to the community
- They are like a website, but without all the customisation options, and can be used:
  - to create and share events
  - post photos
  - share updates and news
  - There is a place for your contact details, meeting times and anything else
  - Facebook also gives you the option to schedule posts in advance, so you can write a post in the morning, schedule it for later that day e.g 8 pm when your audience might be more active online
  - Facebook is a totally free, however if you want to make your page or a specific post even more visible, you can 'promote' a post for a few dollars (you set the budget).
  - Some Groups have tried targeted promoted posts (to families in their local area) to promote joining Scouts at key times, like January. This is cost-effective and can generate many inquiries.

For an example of how to use a Facebook Page, Like and Follow ours www.facebook.com.au/scoutsvictoria

Some other wonderful examples of Groups making the most of their Facebook Pages include:

- www.facebook.com/LakesideScoutGroup/
- www.facebook.com/carltonscoutgroupvictoria/
- www.facebook.com/4thPrestonScouts
- www.facebook.com/1stRutherglenScouts/
- www.facebook.com/MyrtScouts

For help creating your own Facebook page, Facebook have some handy hints here

## Facebook Groups

- Facebook Groups are great for communicating within your Scout Group
- Facebook Groups, like Facebook Pages, allow you to share photos and information but with the option of only being visible to Facebook Group members
- You have options on the settings for your Group. For example your Group can be Closed (visible, but people have applied and been approved to join it) or Private (only visible to people who have been invited to join)
- You could also have more than one Group. Some Scout Groups have a Group just for parents, one just for Leaders, and another for all members. You could also divide the Groups up by Section.

Facebook have also included some tips on Groups here

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**Photo and video content on Facebook**

- Every post has an image – a photo or video file
- For captions only use first names; not surnames (especially for youth members)
- Don't infringe copyright - only upload videos or images you are permitted to use
- We generally include one to three photos per post, however, for big events, an album can be created.
- Typically use photos with more than one youth member
- We promote Scouting as a youth organisation, and avoid photos which show only adults
- All visual and copy content must be consistent with Scouting's Code of Conduct

**Some Serious Stuff**

It is very important that while you are in control of a Facebook page that represents Scouting that you uphold the Scout Code of Conduct and Scout Law and Promise. Also remember that the youngest of your audience may be 13 years old. As such please make all posts, videos and images abide by the content conditions below. Please also block any users who do not do the right thing.

No content to be posted which contains:

- Content that brings the Scouting Movement into disrepute or that violates the Scouts Australia Code of Conduct
- Bullying, intimidation or harassment
- Abuse or obscenities
- Hate speech, threats or attempts to incite violence
- Pornography, nudity or any sexually explicit content
- Graphic or gratuitous violence
- Sensitive or personal information that is inappropriate to share about yourself or others
- Unlawful, misleading, malicious or discriminatory content
- Provocation of other members
- Tattooing in action
- Images or video with alcoholic substances

Nor relating or including the following topics:

- Politics or Religion
- Photos depicting the consumption of alcohol, the use of drugs or any adult content

For more information on Child Safe Scouting you can go [here](#).

**Other social media**

These guidelines are similar for Instagram, Twitter, and other social media.

**Document Sharing**

Scout Groups often look to share documents, forms and other resources with their members. While Facebook is an excellent way to share photos with the public or just your Group, it is not ideal for sharing documents. There are a few different ways to share documents, each with different benefits.

Below are some options with brief explanations, however we recommend you conduct your own further investigation in order to determine what will suit your needs best.

**Scout Central's Scout Cloud www.scoutcloud.scouts.com.au**

Scouts Australia's Scout Central now features a Scout Cloud option for storing, sharing and archiving documents/files which is very user friendly due to its simple layout and lack of complicated options. On the other hand, there is very limited customisation available. But another big bonus – it's free!

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- Scout Cloud folders are quite restricted. Access basically matches their name ie 'Group/Section All Members' can be seen by registered adults and youth members of that Scout Formation/Group. The one called 'Group/formation All Leaders' is restricted to Leaders of that Group/formation.
- Group Leaders and District Commissioners have a special 'LIC Only' that only they can see/access.
- All folders on Scout Cloud include 10GB of space. If you find that more space is required, a service request can be submitted for an increase.
- As people come and go, access permissions are granted and revoked. This means that you always know that people who need access will have it based on their role and everyone else is kept out of your Scout Cloud folders. Scout Cloud is guaranteed to survive members coming and going (and even Scout Groups and Sections coming and going).

**Dropbox [www.dropbox.com](www.dropbox.com)**

Dropbox is a very common and widely used online document sharing system.

- It is free to use (unless you need A LOT of space, in which case paid memberships are available)
- Can be accessed as a website, program on your computer or an app on your phone or tablet
- Dropbox has a lot of features and it is easy to share files with people or restrict access if necessary
- Although it is quite user friendly, having so many features can make it a bit more confusing for some, however Dropbox do have a significant 'help' section located [here](here) .


**Google Docs [https://docs.google.com/](https://docs.google.com/)**

- Google Docs works a bit differently to Scout Cloud and Dropbox as it isn't specifically for the storing and sharing of documents, you can also create your documents using Google Docs and then share them, allow others to edit – it is first and foremost a document collaboration tool.
- Once you have determined exactly what kind of requirements your Group has, it is worth going through everything Google Docs has to offer as there may be features that suit.
- Like Dropbox, Google Docs is also accessible via your computer, tablet or phone making it convenient to use no matter where you are.
- For more information on Google Docs click [here](here) or for Google Docs support click [here](here).