

## Blackpool District Scout Council

# Social Media Policy

A guide for all members of Blackpool District Scouts on using social media to promote the work of Blackpool Scouts.

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### What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests.

### Why do we use social media?

To engage with existing volunteers and potential volunteers (and potentially also young people) in an interactive and conversational way. These channels can be useful in building a good dialogue between people interested in Scouting and can be a highly visual way of sharing photos and videos, as well as offering real time updates on what Scouting is up to.

### Point of contact for social media

Our Media & Communications team is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, email [comms@blackpoolscouts.org.uk](mailto:comms@blackpoolscouts.org.uk).

### Which social media channels do we use?

Blackpool Scouts uses the following social media channels:

- Facebook (<https://www.facebook.com/BlackpoolScouts/>)
- Twitter (<https://twitter.com/BlackpoolScouts>)
- Instagram (<https://www.instagram.com/BlackpoolScouts/>)
- YouTube (<https://www.youtube.com/user/BlackpoolScouts>)
- TikTok (<https://www.tiktok.com/@blackpoolscouts>)

Blackpool Gang Show uses the following social media channels:

- Facebook (<http://facebook.com/blackpoolgangshow>)
- Twitter (<http://twitter.com/bpoolgangshow>)
- Instagram (<http://instagram.com/bpoolgangshow>)
- YouTube ([https://www.youtube.com/channel/UCS9GZ7aov-nw1quQc\\_LUG0A](https://www.youtube.com/channel/UCS9GZ7aov-nw1quQc_LUG0A))
- TikTok (<https://www.tiktok.com/@bpoolgangshow>)

Our Mowbreck Campsite uses the following social media channels:

- Facebook (<https://www.facebook.com/MowbreckScoutCampsite>)

For Groups, we recommend you creating your own social media channels and following the District accounts with examples of what content to post.

## Guidelines

1. The Media & Communications team is responsible for setting up and managing Blackpool Scouts' social media channels. For individual groups, it is down to the GSL to decide who within their Group is responsible for their social media channels.
2. Be an ambassador for our brand. Volunteers should ensure they reflect The Scouts' values in what they post and use our tone of voice. Our [brand guidelines](#) set out our [tone of voice](#) that all volunteers should refer to when posting content on all social media channels, whether District or Group.
4. Make sure that all social media content has a purpose and a benefit and accurately reflects The Scouts' agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them.
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If using interviews, videos or photos that clearly identify a child or young person, you must ensure you have the consent of a parent or guardian before using them on social media.
10. Always check facts. You should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. You should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Blackpool District Scouts. This could confuse messaging and brand awareness. By having official social media accounts in place, the Media & Communications team can ensure consistency of the brand and focus on building a strong following.
12. Blackpool Scouts is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.
13. If a complaint is made on Blackpool Scouts (or your Group's) social media channels, you should seek advice from the District Commissioner before responding.

14. For Facebook pages we recommend that at least two warranted leaders hold full Admin rights within the page roles, for District pages at least one of these should be part of the media & communications team. This is not only for security reasons but also to ensure the page is maintained correctly. Other people who you choose to post content can adopt other roles like *Editor* etc.

15. A group can have a page which contains content created during regular meetings, in an effort to help families engage with the community spirit of Scouting all week long, from wherever they are.

16. How do I get my section/group posted on District accounts? Email the event/activity details, photos and other content to [comms@blackpoolscouts.org.uk](mailto:comms@blackpoolscouts.org.uk).

## **How do I stay safe?**

Social networking offers a world of possibilities to Scouting. Many young people in Scouting are already users of sites such as Facebook and Twitter. However, it is essential to ensure that you keep both yourself and young people safe online and, as an adult in Scouting, you have a key role to play in actively promoting these safety messages.

Never enter into a private discussion channel with a young person using a social networking site – for example, private Facebook messages or Direct Messages on Twitter. This is essentially the same as being alone in a room with someone – a situation in which we should never be. If you need to have a discussion with some privacy, use email.

Remember that everything that you publish to social networking sites can potentially be public information – so never post your own personal details like full name, phone number, etc. For more information and guidance see The Scouts website [here](#). There is also a wealth of resources for staying safe online as part of the ‘think u know’ campaign, available from [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk).

## **Where can I get help?**

If you have specific questions, comments or concerns, you can contact the Blackpool Scouts Media and Communications team by emailing [comms@blackpoolscouts.org.uk](mailto:comms@blackpoolscouts.org.uk).