

Blackpool District Scout Council

Social Media Policy

A guide for all members of Blackpool District Scouts on social media in relation to Blackpool Scouts.

Social media are online platforms like Facebook, X (Twitter), YouTube and Instagram that allow local Scouting 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. Social media has no print or distribution costs and is a cheaper option than printed media.

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. If urgent, please go direct to Jordan, Media & Communications Manager on jordan.shuck@blackpoolscouts.org.uk.

Which social media channels do we use?

Blackpool Scouts uses the following social media channels:

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

Blackpool Gang Show uses the following social media channels:

- Facebook (<http://facebook.com/blackpoolgangshow>)
- X (Twitter) (<http://twitter.com/bpoolgangshow>)
- Instagram (<http://instagram.com/bpoolgangshow>)
- YouTube (<https://www.youtube.com/@blackpoolgangshow>)
- 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. Having a public facing page for external content and an internal group for member communications.

For all District Sections, please contact the Media & Communications team for your content to be posted across our social media channels. Sections must not have individual accounts.

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 X (Twitter). However, it is essential to ensure that you keep both yourself and young people safe online.

Never enter into a private discussion channel with a young person using a social networking site. This is essentially the same as being alone in a room with someone – a situation in which we should never be. Never post any media containing young people on your personal social media.

Remember that everything that you publish to social media 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](#). Also resources available from www.thinkuknow.co.uk.

Guidelines

1. The Media & Communications team is responsible for setting up and managing all 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. Our [brand guidelines](#) set out our [tone of voice](#).
3. Make sure that all social media content has a purpose and a benefit.
4. Bring value to our audience. Answer their questions, help, and engage with them.
5. Take care with the presentation of content. No typos, misspellings, or grammatical errors.
6. Always pause and think before posting. Reply in a timely manner, when a response is appropriate.
7. Using content that identifies a young person, ensure you have the consent of a parent or guardian.
8. Always check facts. Don't assume that material is accurate and should take reasonable steps where necessary to seek verification.
9. You should not set up any social media channels on behalf of Blackpool District Scouts. This confuses messaging and brand awareness. Official social media accounts are in place, the Media & Communications team can ensure consistency of the brand and focus on building a strong following.
10. Blackpool Scouts is not a political organisation and does not hold a view on politics or have any affiliation with 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.
11. 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.
12. For Group Facebook Pages and Groups we recommend that at least two warranted leaders hold full Admin rights. 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.