

Be Prepared...

for new adventure!



DIGITAL GUIDELINES

"RULES ON HOW TO PLAY THE GAME OF SCOUTING"
ONLINE AND ON YOUR MOBILE PHONE



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1. INTRODUCTION

With the revolution of information technology, the Internet has changed the very essence of how we live our lives. More and more Australians are using the Internet for information, social activities, shopping and entertainment. Tablet computers and mobile phones are quickly becoming the major devices used to access the Internet in Australia.

In keeping with its motto to 'Be Prepared for New Adventure', Scouts Australia has created some guidelines to help prepare its members, volunteers, supporters and employees for communicating online as well as on their mobile phones. This will protect them from harassment or discrimination; and provide guidance on behaving ethically online via websites, social media, email as well as on mobile phones.

2. WEBSITE

A Scouts Australia website serves two primary purposes.

1. **Marketing** – showcasing and promoting Scouting to the wider community.
2. **Information** – providing information and resources for existing Scouts Australia members.

Members should refer to the Scouts Australia Brand Manual as a guide to appropriate content.

Web developers may copy text and images from the Scouts Australia website at www.scouts.com.au for use on Scout Group websites. This includes all publications available for free download from Scouts Australia's Online Library at www.scouts.com.au/library.



When developing a Scouts Australia Group website, members should first contact their Branch Office to confirm whether there are any Branch guidelines and procedures that need to be considered, particularly in regard to website domain names and hosting.



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2. WEBSITES

2.1 SCOUT GROUP WEBSITES

While the Scouting related website you publish, is your own responsibility, as it affects the brand of Scouts Australia, please follow these guidelines to help you avoid common mistakes:

- **Protection of personal information** pertaining to youth members and volunteers is our greatest concern. If you post youth members' names on your website, first names are recommended. You must have the approval from the parent to use the entire name. Never identify personal addresses of youth members. When you include contact information, create a generic email address which will hide any individual identity of youth members. Never post photos without permission. Read more about Internet safety in Section 4 of the Scouts Australia Digital Guidelines.
- A second concern about Scout Group websites is **copyright infringement**. The Internet is rife with copyright breaches and unfortunately some Scout sites maybe no exception. The electronic nature of the Internet makes it very easy for people to 'borrow' graphic images and code from other sites and use videos, music and photographs without permission. Plagiarism is also common online. Such practices violate the ethics of Scouting. They are also violations of the law and could expose publishers legally. Copyright law exists just as firmly for material published online as it does offline and should be followed. All Scouting related websites should also carry a statement indicating ownership of copyright. For Example: ©2012 Scouts Australia, ©2012 Scouts Australia <Branch Name> or ©2012<Group Name> Scouts Australia <Branch Name>.
- Each discrete website should provide an obvious **link to the Branch and National website** and each page display an **email link to the webmaster**.
- The **content of the website must be appropriate** to the Scouting movement.



NOTE:
Any Scouts Australia publications not currently available from the Online Library have NOT been approved for online publication, and therefore should not be reproduced online either in whole or in part.



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2. WEBSITES

2.1 SCOUT GROUP WEBSITES

- **Youth Section Websites:** The Scout Group is the community presence of Scouting therefore it is recommended that Scout Groups as opposed to individual Mobs, Packs, Troops and Units will have websites. Naturally it is expected that there will be pages for each youth section in the Group. It is also possible that one section may have more comprehensive coverage than other Sections in that Group. However the overall image of the Group as the community presence should be maintained even if it includes only the contact information, meeting times for all sections etc. and a comprehensive page for the Venturer Unit, for instance.
- **Special Activity Sites:** There are a number of recurring special activities of national significance that require their own domain name. Jamborees are a good example of this. In that event the domain names should be styled 'jamboree.scouts.com.au'. E.G. aj2013.scouts.com.au.
- **Graphics** can brighten your website and make it more interesting for visits but too many graphics divert the visitors eye and detract from page content. In addition, the load time could reach unacceptable levels.
 - To get graphics go to the Scouts Australia website on www.scouts.com.au or contact your Branch.
 - Graphic and Clip art websites may offer free graphics to voluntary and charity sites.
 - You could also purchase clip art on a CD ROM. *However also make sure you check copyright on the graphics and be sure you are allowed to use it.*
- **Advertising:** It is recommended that Scout Groups avoid any Advertising on their website unless it has been approved by their Branch.



MORE TIPS:

- **Term's Statement:** All Scouts Websites should contain a Term's Statement describing what your site does and whom it is for.
- **Disclaimer:** You should include a disclaimer. e.g. 'The views expressed in the website are not necessarily those of Scouts Australia'.



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3. SOCIAL MEDIA

3.1 ONLINE SOCIAL NETWORKING

Online social networking offers a 'brave new world' of possibilities for Scouting. Many young people in Scouting are already users of sites like Facebook, Twitter, YouTube and Google Groups (to name a few).

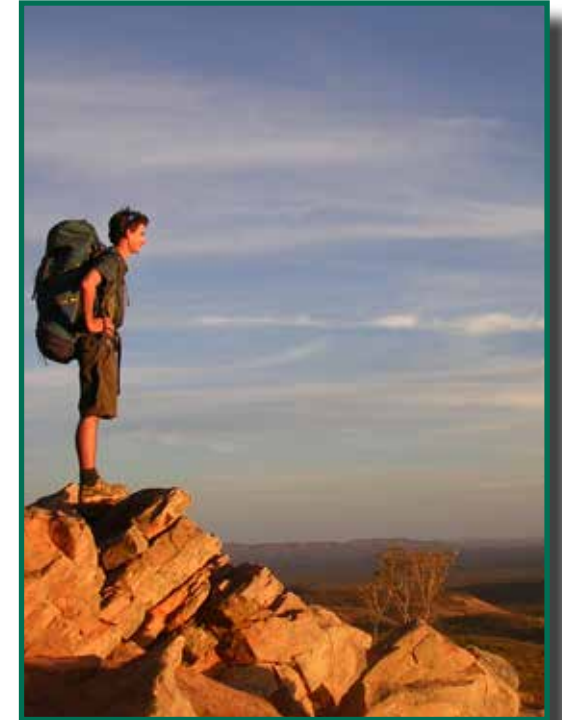
This offers a new level of online public exposure never experienced before. These numerous online social networking sites are fundamentally changing how Scouts Australia engages with youth and adult members, volunteers, supporters and employees.

Rather than being just used as a means to push out information, social media is a powerful tool to foster conversation and build community.

Different social media tools provide different benefits:

- *Facebook* is like a diary with timelines, where ideas can be exchanged and discussed
- *Twitter* provides running commentary on what is happening
- *YouTube* allows videos to be shared and collaborated
- Photo sharing websites like *Flickr* and *Picasa* allow images to be shared
- *Weblogs* like corporate or personal blogs act as a log of events, allowing information to be shared with the world
- Forums and discussion boards like *Whirlpool*, *Yahoo! Groups* or *Google Groups* allow interactive conversation
- *Wikipedia* is an online encyclopedia where anyone can share, correct or update information
- *LinkedIn* is a professional networking site online allowing members to post jobs, network and have discussions.

Scouts Australia recognises that individuals have the right to develop and operate their own personal social media networking account of their own accord. However, where a page, group, fan site etc represents Scouts (eg. a Scout Group or event), then these should be developed and maintained in accordance with the Scouts Australia Digital Guidelines. At all times adult members should be aware of their responsibilities under the Scouts Australia Child Protection Policy and the Code of Conduct for Adults in Scouting. Know and follow the *Scouts Australia Policy and Rules 2008 Handbook*. The same principles, conduct and guidelines applying to offline activities, apply online.



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3. SOCIAL MEDIA

3.1 ONLINE SOCIAL NETWORKING

Scouts Australia members can use social media sites (such as Facebook, Twitter, YouTube, etc.) to:

- Discuss Scouting with other members from Australia and around the world
- Share Scouting photos, videos and links
- Promote events
- Engage directly with the administrators of Scouts Australia's social media networks and provide feedback
- Advertise Scouting to the wider community.



The biggest advantage of social media networks is that administrators can allow other users to upload and share their own content. However, user-generated content also requires constant monitoring, so if you are not able to monitor your social network regularly we recommend that you focus on maintaining a website, or set your social network settings so that users are unable to add their own content.

What constitutes an inappropriate post or video?

Posts or videos should be removed from your site immediately and the user should be blocked (if possible) if the post contains any of the following:

- Bullying, intimidation or harassment
- Hate speech, threats or attempts to incite violence
- Pornography, nudity or any sexually explicit content
- Graphic or gratuitous violence
- 'Spam' or advertising for a product or service that is not directly related to Scouting
- Sensitive or personal information
- Inappropriate language (blasphemy or profanity)
- Unlawful, misleading, malicious or discriminatory content
- Copyright Infringement - Only upload videos or images you are permitted to use.

Also remember that posts or videos must comply with the terms of use of any social media platform you are using.

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3. SOCIAL MEDIA

3.1 ONLINE SOCIAL NETWORKING

Occasionally a young user may unthinkingly post something inappropriate (such as mild profanity). In cases such as these it is fair to give the user a warning, or simply remove the offending post - do not block or report the user unless the problem persists.

If you find a post that presents you with serious cause for concern, then take further action which is appropriate to the circumstances.

What if the post contains criticism of Scouts Australia?

Scouts Australia encourages and supports constructive criticism and debate amongst its members in online social media forums. Discussions of this nature can help resolve issues for individuals, and can also provide excellent feedback to Scouts Australia's management on areas where we need to improve. However, we do ask that our members be mindful when posting criticism, and to be aware that online posts can be seen by any number of other users.

If a user has a genuine complaint, please advise them to follow correct grievance procedures as per your Scouts Australia Branch policy. You can also email scouts@scouts.com.au if you have discovered content, either positive or negative, that you think Scouts Australia should know about.

I'm just not sure about this post...

Refer to the following points as a general guide if you're not sure about whether a post is appropriate. If you answer NO to any of the following, the post probably has no place on a Scouts Australia site and should be removed.

- Does it accurately portray the philosophy of Scouting?
- Does it reflect Scouting values?
- Would you be happy for a Cub Scout (or a Cub Scout's parent) to see it?
- Would you be comfortable showing it to a financial supporter of Scouts Australia?



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3. SOCIAL MEDIA

3.2 SCOUT GROUPS ONLINE

The guidelines below will help your Scout Group online:

- Scout Groups on Facebook and other social media should only represent actual Groups officially recognised by Scouts Australia Branches and have the same name as their Branch registered name;
- It is highly recommended that all Groups are either set for 'no commenting on entries' or Closed Groups. *This means that only members of the group can see the posts.* This allows:
 - limited protection against misuse of information
 - limited protection on misuse of photos posted on the site;
 - protection from unwelcome comments
 - 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.

- Facebook and other social media are not to be used as the primary method of communication for a Group. Members 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 of the network.
- Scouting Groups on Facebook and other types of social media should abide by the rules of the governing organisation and not encourage their 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.
- **All Social Media accounts should have at least two administrators who monitor the site daily and have an email address for users to contact the administrators.**

Scout Groups online should also read the Guidelines for Scouts Australia Online Administrators, September 2010, available from the publications library on the Scouts Australia website: www.scouts.com.au/library.



If you either have a website or have set up a social networking site for your Scout Group, remember that it is in the public domain so people can access it, comment on it and share it with others.

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3. SOCIAL MEDIA

3.3 YOUTUBE CODE OF CONDUCT

Scouts Australia's National **YouTube Channel** is a publicly available to all the Branches to upload videos. This channel is called 'ScoutsAustralia' and can be found via the following link: <http://www.youtube.com/user/ScoutsAustralia>. Groups that wish to publish any Scouting related videos on the Scouts Australia National YouTube Channel should email videos to their Branch or to the National office at nat.marcomms@scouts.com.au.

Like other social media channels, the public at large has access to view and comment on all videos on the Scouts Australia YouTube Channel.

Having a public YouTube Channel is a great way to share videos of events, how-to videos, awards ceremony videos and other types of videos which would be good to share with members of your Group, Branch and the public.

The advantages of YouTube are that it is interactive, allowing people to post comments and have a conversation online. It is also free and you do not need to be home to watch YouTube. Another great thing about this channel is that it is always 'on' and available, 24 hours a day. In addition, you can even put website links in your YouTube videos. Most importantly, anyone can record a video.

However it is important that at all times, Scouts Australia's youth and adult members, volunteers and employees as well as its Brand are protected.

- All videos/images should protect the privacy of individual youth members and follow recommended Youth Protection and Cyber-Safety practices online as listed in Section 4 of the Scouts Australia Digital Guidelines. Videos should also comply with YouTube Community Guidelines located at the link: http://www.youtube.com/t/community_guidelines.
- Videos should always show youth and adult members and Leaders following designated appropriate guidelines and wear best practice safety and other proper attire for whatever activity is being undertaken in the video.



TIPS ON POSTING VIDEOS:

- Post videos that highlight Scouting values of *personal growth through adventure*.
- Videos should comply with Scout Australia's Brand values and be active, engaging, dynamic and empowering.



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4. INTERNET SAFETY

4.1 GUIDANCE FOR ADULTS

It is essential that you keep both yourself and young people safe online. As an adult or Leader in Scouting, you have a key role to play in actively promoting these safety messages.

A COMMON-SENSE APPROACH

While social profiles are easy to set up and use, it is important that you keep a professional distance online, as you would offline. Think carefully how digital communication might appear to a third party. Technology increases the potential for messages to be seen out of context, misinterpreted or forwarded to others. Sarcasm and innuendo is not appropriate. It is essential to remember you are in a position of trust. Conduct yourself in an appropriate way as you would face to face. Be aware of what you say and how you say it.

You are personally responsible for any content you publish online, be it via a blog, Facebook, Twitter, YouTube or any other user-generated media. Remember that what you publish will be public for a long time. Protect your privacy and always read a site's terms of service. It is also a good idea to set your privacy settings to prevent people from seeing anything you do not want them to without your knowledge.

These guidelines will help you communicate online:

- Always identify yourself online with your full name and where relevant, your role at Scouts Australia when you discuss Scouts Australia or any Scouting related matters. *Always make it clear you are speaking for yourself and not on behalf of Scouts Australia.*
- Do not mention any employees, volunteers or members without their approval. References should be linked back to the source. Do not publish any items which could embarrass or damage the reputation of any of the above parties mentioned.
- Do not engage in one-to-one conversations with young people via different chat facilities or through instant messaging - this is the same as going into a private room with a young person and closing the door.



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4. INTERNET SAFETY

4.1 GUIDANCE FOR ADULTS

- Do not provide personal details about young people on your website or social networking Group (this includes school name, email address, ID etc).
- Always ensure you have parental permission to use any photos of young people and only use their first names on any caption.
- Only use appropriate photos on your site, the type you would be happy putting on a public notice board - remember that everyone can view them.
- If you are concerned about the way a young person is attempting to contact you, you should always report it immediately in accordance with your Branch procedures.
- Do not use your personal social networking account to communicate with young people.
- Monitor the places where interaction occurs including walls, photo comments, discussions boards or tagging and 'Group' or 'Fan Pages'.
- Only set up pages for events, activities or Groups for which you are responsible.
- If you sign yourself up to social networking sites you need to always be aware that content is speedily updated. Photos can be tagged and posted on your account.
- Use separate profiles and communication routes for email or social networking to keep contact with young people in Scouting and your private life separate.



ALL communications with Cub Scouts or Joey Scouts should be done through their parents or carers, not directly.



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4. INTERNET SAFETY

4.2 SAFETY FOR YOUNG PEOPLE

Most children and young people assume they are safe when using the Internet because they are in their own home. They will usually assume that the person they are chatting with is who they say they are and most of the time this is true.

However, the only way to protect young people is to teach them to understand the online environment – including the risks it poses – so that they can learn to stay safe themselves. *This is more important now that the internet is often available on mobile phones.*

Share this basic advice with young people:

- Never give out personal information to online friends. This includes an instant messaging ID, email address, mobile number, school name and any type of pictures of you, your family and friends.
- If something is published online, anyone can access it, change it or share it with others. Therefore always keep social network profiles private.
- Use webcams with caution. Only use them with family and friends already known in the real world, as images can be copied, changed and shared.
- Never post inappropriate images of yourself online which send out the wrong impression and make you vulnerable.
- Remember online friends are just that. If they are not known to you in the real world, they may be lying about who they are. Children and young people should never meet up with a person they have met online unless they take a trusted adult with them.
- Think before opening files from people you do not know in the real world. They may contain a virus or inappropriate image/film and should be deleted.
- Know how to block someone online. Report suspicious behaviour to the Australian Federal Police via the 'thinkuknow' website. Save the link: <http://www.thinkuknow.org.au/site/report.asp> to your favourites to report behaviour quickly.



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4. INTERNET SAFETY

4.3 CYBER-BULLYING

Youth members of Scouts Australia have a duty to avoid and report **cyber-bullying** where or when it occurs. 'Cyber-bullying involves the use of any information and communication technologies (ICT) to support deliberate, repeated, and hostile behaviour by an individual or group that is primarily intended to harm others' (www.cyberbullying.org).

This form of bullying often occurs via mobile phones or the Internet and involves activities like (www.thinkuknow.org.au):

- Posting hurtful messages via social networking websites.
- Sending repeated unwanted messages either by text messaging (SMS), instant messaging (IM) or email.
- Excluding someone from an online group.
- Creating any fake social networking profiles or websites that are mean and hurtful.



It is extremely important to talk to young people about behaving appropriately online and on their mobile phone. They need to be aware that there are real world consequences for virtual world actions.

Young people should be aware that they can tell someone if they are ever being cyber-bullied. Ignoring the problem will not make it disappear. There are steps that they can take to address the cyber-bullying. The most important thing is that they tell someone (www.thinkuknow.org.au).

*To address cyber-bullying, remember the thinkuknow campaign acronym **I-CURRB**.*

- **I**nvestigate what your child is doing online.
- **C**ommunicate with your children.
- **U**se family safety software to track what your child accesses online.
- **R**esearch school and Internet Service Provider (ISP) cyber-bullying policies.
- **R**eport cyber-bullying to your child's school and/or ISP or contact the police.
- **B**lock communications from cyber-bullies. IM applications, chat rooms and emails providers allow you to block messages from any identified people.



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5. EMAIL AND MOBILE PHONES

The Internet and mobile phones are changing the way we live. For young people, they offer a huge and exciting opportunity to socialise, communicate and learn.

Young people have taken to the changing technological advances very quickly, and often adapt faster than their older counterparts.

This sometimes leads to parents and carers being left behind, and unable to appropriately monitor the young person's activity on the Internet and communications through mobile phones. This inability to keep an eye on these communications leaves young people increasingly vulnerable. It makes them even more susceptible to being exposed to inappropriate contact and even more serious instances of child abuse.

As adults in the Scouts Australia, we have a duty to safeguard the welfare of all young people in our care. The guidelines set out here help Leaders and other adults ensure that we make the best use of new technologies, while protecting both the young people in our care. It also helps prevent adults from being placed in any type of vulnerable position.

- Remember that all communication should always be in a Scouting related context. Decide on what the most appropriate method of communication is depending on the type of message/information being sent. Gain permission from Parents/Carers to contact the young person and ask them what the most appropriate forms of contact for that young person is.
- Before sending an email or a text, ask yourself "would you be happy to copy in the young person's parents/carers?" If the answer is 'no' then do not send it. Any arrangements about activities or events for Joey Scouts and Cub Scouts should always be addressed to the young person's parent or carer. Information for those in the Scout, Venturer Scout and the Rover Scout Sections may be sent to the young people themselves, if necessary, with copies to their parents or carers.



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5. EMAIL AND MOBILE PHONES

5.1 EMAIL

Most young people have email addresses. While this is a cheap and highly effective way of communicating with youth members, it is important to ensure that communications with young people are always appropriate. The following guidelines provide best practice suggestions when sending emails to young people.

- Always use appropriate language; try to avoid including words or phrases which could be misinterpreted.
- Create a separate email account for your Scouting communications. This is a preferred method to using your personal email because this way all emails are contained within the same Inbox and can then be accessed by other adults in Scouting as and when required.
- If you ever send any images, make sure they are appropriate.
- Never forward any chain emails to young people.
- Make sure that any hyperlinks you include do not lead to inappropriate content.
- Always copy another adult into your emails.
- Always save a copy of all the emails you send.
- Blind copy (BC) email addresses to ensure you are not broadcasting peoples contact details.
- If you receive an email from a young person which causes you concern, seek advice in accordance with your Branch procedures.
- If you receive any unsolicited messages from people you do not know which contain any form of obscene or racist images these should be reported to your Branch or to the Australian Federal Police via the link: thinkuknow.org.au.



More information about staying safe on the Internet for young people and adults can be found on www.thinkuknow.org.au.



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5. EMAIL AND MOBILE PHONES

5.2 PHONES AND TEXT MESSAGES

Most young people have a mobile phone and most of them will say they cannot do without it.

With mobile phones also come text messages. Many Leaders of Scouts, Venturer Scouts and Rover Scouts may well find this is often the best method, by far, for sending out quick notices - like asking Members to remember to bring summer camp fees with them or to remind them of the meeting venue and time.



When you send a text message or telephone a young person, you should once again ensure that the content of the message or call could in no way be misinterpreted.

The following are some points for best practice when sending texts to young people.

- Always make sure that you use appropriate language. Try not to include any words or phrases that could be misinterpreted i.e.
 - Having things in capital letters translates to them being shouted.
 - “LOL” can be translated as “Laughs Out Loud” or “Lots Of Love”.
 - Using a kiss at the end of a text or within any type of signature may be taken out of context by some recipients and is most likely to be seen as being inappropriate in virtually every instance.
- Always copy another adult into any of your text messages.
- Be conscious of the time when sending out messages or making calls - avoid late at night and the early hours of the morning.
- If you ever receive a text message which causes you concern from a young person, then immediately seek advice in accordance with your Branch procedures.



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6. CONCLUSION

The Internet offers an exciting new world of possibilities for Scouts to communicate, inform and socialise online.

However at the same time it does make you and young people vulnerable to thefts of personal information. With websites and social media channels being publicly available, mistakes or inappropriate comments online could be viewed by hundreds or thousands of people. This has the ability to damage your reputation and affect the Brand of Scouts Australia. It is therefore essential to keep both yourself and young people safe online.



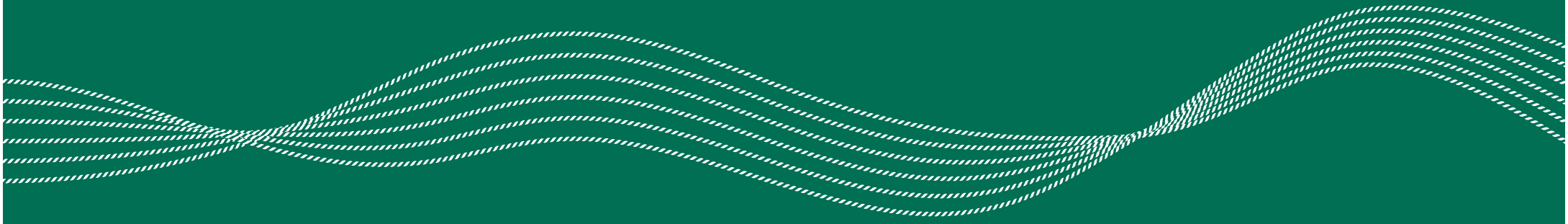
Remember that whatever social media activities you engage in, should be completed with the understanding that the public will see them and might engage in an online dialogue with you as a result, or share your posts, videos and images.

You should never place any videos, images, posts or information on your website or social media channel that reflects poorly on you, other individuals or your Scout Group, Branch or National office.

Before placing any images, videos, information or posts online, or when you send a text, always ask yourself whether this abides by the Scout Promise and Law. In addition, would you be happy for a parent/carer to see it? If the answer is NO, then do not place the information online or send that text message.

Should you have any questions regarding any of the guidelines and/or recommendations concerning your website, social media channel or text messages please contact your Branch or email nat.marcomms@scouts.com.au.

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Scouts Australia
DIGITAL GUIDELINES
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