

Pinner & Headstone District Scouts

Photograph & Social Media Policy

Introduction

The aim of this policy is to aid the understanding and explanation of The Scout Associations' guidelines and policies surrounding the use of photographs and social media. This policy has been written to encompass both young people and adult members of the movement. Where permission is to be sought from a young person, this will be done so by consulting their parent or guardian.

Photography Policy

Pinner & Headstone District encourages the use of photographs or videos taken during our activities to promote Scouting in the District and to celebrate the endeavours and successes of our young people and adults. We hope to use photographs of District, Group, and section activities to promote local Scouting on the District website and other media channels.

It is compulsory and best practice to gain permission from all members of the Scout Association before publication of media on any platform whilst undertaking Scouting activities. We would request that all members allow us to use media content featuring them or their young people using the guidelines below.

The Permission to Photograph form can be found attached to this document and on the District website. For District activities the District will incorporate the Permission to Photograph form as part of the suite of permission forms sent out for the event. We strongly advise that Groups follow suit. Where Groups have separately obtained permission to use the photographic image of their young people, confirmation of this will be sought from the Group or relevant section Leader prior to including any photographs on the District website or on any other District media channels.

Media taken and controlled by Pinner & Headstone District Scouts will normally only be published on our own website, in our newsletter, or posted on our social media platforms. Occasionally we may forward photographs to other scouting media outlets or to the local press. Whenever we publish media we will ensure that personal details such as full names and ages are not attributed to the photograph or included in the related article or caption.

Social Media Policy

Social Media is an exciting way of promoting Scouting and we use this method of communication to interact with fellow Scouts, parents and the local community. Pinner & Headstone District Scouts actively engages with followers on our website, Twitter and Facebook.

The Scout Association encourages the use of social networks as a way to publicise Scouting. Our social networking is conducted within the guidelines issued by The Scout Association which can be found at www.scouts.org.uk. Key individuals in the District, including the District Commissioner and the Deputy District Commissioners closely monitor our social media streams to make sure they comply with these policies.

The District does not have any control over the use of personal social media sites (Facebook, Instagram, Twitter etc.) that may be used by parents or youth members. Individuals are responsible for the content of their own social media account. We would therefore request that all who are involved in Scouting are



mindful of any content that they may post to these platforms and that any photographs or posts that are set in a Scouting context do not put young people at risk or bring the movement into disrepute. We would also ask that you respect the wishes of all members including young people, their parents & guardians and adult volunteers of the movement. All members including parents are to be considerate when posting on social media sites and should refrain from posting images of other members.

Photographic & Social Media Guidelines

Groups in Pinner & Headstone are provided with further guidance on the implementation of this policy.

1. We will never publish personal details with any photographic image that is used (full name, address, email, etc.) without the express permission of the member or their parents/guardians.
2. We will endeavour to remove identifying metadata from graphics (e.g. location, comments etc.)
3. The content of all photographs will be considered for appropriateness before publication
4. We will only use images to publicise Scouting.
5. Permission: All parents of Pinner & Headstone District should be aware that we use photographs of our young people and adult volunteers to promote and advertise Scouting and its benefits. Where a parent/guardian does not wish us to use photographs of their young person in this way they can inform their leaders and we will make every effort to not post photographs of that individual. It is the responsibility of the person using the photograph to make sure that all the parents/guardians of everyone depicted has agreed to such use.
6. For further information, advice and guidance, visit www.scouts.org.uk.

If we inadvertently publish material without parental permission on our website we will remove it as quickly as possible after it is brought to our attention. (Please contact info@pandhscouts.org.uk; 07930 338 449 or speak to a member of the District team.) This policy will be reviewed annually and ratified, with suitable amendments, by the District team.

Tyler Skerton

Deputy District Commissioner
Marketing & Communications

