



Photography and Social Media Policy

[Distributed as Appendix F to the Group Welcome Pack]

Background

The use of images to positively promote the activities undertaken by our members is important to maintaining the perception of Scouting locally and beyond, indeed there are badges for members to achieve in media relations and marketing. When we showcase scouting it increases engagement with current members, potential members and the wider community.

The photographing and videoing of young people whilst on Scouting activities has increased over the years and is subject to Data Protection legislation since images are categorised as personal data.

It is in the interests of all of us in 1st Claygate Scout Group and the Scout Movement as a whole, to promote our achievements through the use of appropriate and positive images. The Group will actively manage the use of photographs and video to publicise the Group and its activities. Images may be published in places such as the Group website, local newspapers, the Group Newsletter, and noticeboards at the Scout Centre.

The Group may use YouTube as a way to display video using links placed on the Group's website.

The Group has a Twitter account which it uses mainly to promote fundraising events.

This policy has been prepared due to the high profile of the Group locally and also in recognition of the way in which modern technology has developed. The use of modern technology makes it very easy and accessible for people to photograph and video our members.

There is a need to protect any vulnerable individuals from being identified using image searching which is now easily done, and from images becoming out-of-date.

This policy seeks to set out clear guidelines to our members and volunteers as to how we will manage images which we believe are pragmatic, and are reasonable measures for the Group to administer.

The Policy

Leaders and adults in the Group will:

- Never identify children appearing in Group or other media by name, without seeking additional prior consent.
- Endeavour to remove any identifying metadata from images used (e.g. location, comments etc).
- Ensure parents are made aware of this policy by including it in the welcome pack(s), posting it on the Group web site and initially sending to all current members for consent.
- Only use photos/videos of members in appropriate situations
- Use images to encourage and recognise the achievements of our members and promote Scouting (including in the wider press) providing the above criteria have been met.

- Remove any material published on our website which causes concern to a member as quickly as possible after it is brought to our attention.
- Enable members/parents to sign up to receive a notification when the website has been updated. This is done via the [Contact Us] button on the side menu of the website, also on the Home Page or on any Photo Page of the web site <http://www.claygatescouts.org/>
- Only retain photos and video on our website for up to 3 years after which time they will be archived.
- Only take photographs on their own devices or Group owned devices, on the basis of uploading them to the Group network and subsequently deleting from their device.
- Issue the Group Newsletter as a hard copy to members and their parents and if no feedback is received after 4 weeks, it will then be distributed to a wider circulation of former members and post it on the Group website.

Please be aware that we are unable to control members of the public or the press taking photos when Scouts are appearing in a public place or at larger Scouting event not directly organised by 1st Claygate Scout Group. In these situations, they require no invitation or permission. Photographs taken by Press photographers without invitation or permission, are subject to the normal Press Complaints Commission Code of Practice.

Social Media

The Group does not have any control over the private use of social media sites (Facebook, TikTok, Flickr Instagram, Twitter, YouTube etc) by members of the public or the Press. In addition this form of social media may be used by parents or youth members, in doing so they are acting as individuals and are therefore responsible for the content of their own social media account.

However, we would request that youth members and parents are mindful of any content that you or your child may post to this type of site/media and that any pictures that are set in a Scouting context should not bring the Group or movement into disrepute or put young people at risk.

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we request the following:

- Understand that you as parents, carers and children do not have consent to take images of other children, that photos taken during the event are not to be shared on social media,
- If you have concerns at an event they should be raised with the Group Scout Leader.

Failure to follow this guidance could potentially lead to a safeguarding concern, in which case the incident may be reported to the Scout Association.'

Photography and Social Media Policy (1st Claygate Scout and Guide Band)

The Band is recognised by the Scout Association, to be at the National Standard. This means that the Band can be asked to represent the Scout Association at a variety of functions and may well be accepted for other significant events.

To this end, Band members and their parents need to be aware that it is inevitable that the Band will be photographed and videoed in a wide variety of situations.

Promoting Scouting is important and it is in the interests of all to advertise the Scout Movement through the use of appropriate and positive images. We therefore have to manage how we publicise these materials. The use of the images may include (but not inclusive of) the group, district, county or national websites, local newspapers, the newsletter, the noticeboard at the Scout Centre, the local and national press. Photos or Videos may appear on social media sites such as YouTube or Twitter.

The Group therefore needs members and their parents' to understand that if their child becomes a member of the 1st Claygate Scout and Guide Band he/she will be included in photographs and video

of the Band. By being a member, you and your parents' accept that Band members will appear in published media and have agreed to the terms of this policy. This means that option A in the consent process is applicable.