

Be Prepared...
for new adventure!



GUIDELINES FOR
SCOUTS AUSTRALIA
ONLINE ADMINISTRATORS
SEPTEMBER 2010



WEBSITES

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.

When developing a Scouts Australia Group website, members should contact their Branch Office to confirm whether there are any Branch guidelines that need to be considered. Members should also 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.

Please note that any Scouts Australia publications that are 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.

SOCIAL MEDIA

Scouts Australia members can use social media sites (such as Facebook, MySpace, 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.

MANAGING USER-GENERATED CONTENT

When setting up a Scouts Australia social media account, we recommend that you:

- Have at least two administrators
- Monitor the site consistently (daily)
- Provide an email address for users to contact the administrator(s)

Having multiple trusted administrators means that inappropriate posts are far more likely to be identified and removed quickly, and providing a contact email address means that other users can let you know if they come across any inappropriate material.

It is also beneficial to post some information regarding your expectations of users (for example, in Facebook you can post this as a 'Note').

What constitutes an inappropriate post?

Posts 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 or nudity;
- 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.

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

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, take further action 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?

CYBER-SAFETY

Scouts Australia places the highest priority on safety in all areas of our young members' lives, including the online world where young people may not understand or be fully aware of the risks associated with social networking and the internet as a whole.

As a Scouts Australia online administrator, please make every effort to educate your users on cyber-safety, and never fully identify a child or young person in an online post without the permission of their parents.

There are several online resources that can assist online administrators, children, young people and parents to stay safe online, and provide advice on what to do if an issue arises.

Cybersmart (www.cybersmart.gov.au)

The Australian Communications and Media Authority has developed a Cybersmart website as part of the Australian Government's cyber-safety program. This site contains activities, resources and practical advice to help young kids, kids, teens and parents safely enjoy the online world, as well as training and resources for schools and materials for library staff.

Cyber-safety at Telstra (www.telstra.com.au/abouttelstra/advice/internet/)

When it comes to cyber-safety, everybody needs to know how to stay safe online at all times. Telstra's comprehensive cyber-safety website will provide you with some of the tools you'll need to help you to stay safe online - no matter what your age, online interests or skill level.

Facebook Safety Centre (www.facebook.com/safety)

Facebook has developed a 'Safety Centre' which offers advice to users about general internet safety, as well as specific advice on issues of particular concern to parents, teenagers, educators and law enforcement officials. The Safety Centre provides users with options for dealing with and reporting suspected sexual predators, cyber-bullies, offensive, inappropriate and abusive behaviour, and suicidal content.

Facebook Safety Page (www.facebook.com/fbsafety)

Facebook has also developed a Safety Page to complement its Safety Centre. You can "Like" the page to be regularly updated with content - including tips from Facebook's Safety Advisory Board and other experts - to keep you and your family safe while using Facebook or surfing the internet.

NEED MORE HELP?

If you have any queries or concerns, please do not hesitate to contact your Branch Office or Scouts Australia's National Office for clarification.

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