

# Social Media Guidelines

## RATIONALE

To ensure that Rover Scouts do not compromise the integrity and the reputation of Scouting and Roving in Australia through social media.

## DEFINITIONS

For the purposes of this policy:

*Social media* can be defined as forms of electronic communication (such as websites for social networking and microblogging) through which users share information, ideas and opinions, personal messages, and other content (including multimedia).

*Prohibited activities* can be defined as acts which contravene either: the laws of the jurisdiction in which a Rover Scout is located; Policy and Rules of the Scout Association (including the Adult Code of Conduct); or the policies of the Branch (including the Branch Rover Council) of which a Rover Scout is a member.

*Bullying and harassment* can be defined as repeated unreasonable behaviour by a person or group of people that causes distress or harm to another's emotional wellbeing.

Examples of bullying include behaving aggressively, teasing or practical jokes, pressuring other Rover Scouts to behave inappropriately, unreasonably excluding individuals from Rover Scout events, or taking advantage of power or seniority over another Rover Scout.

## GUIDELINES

No posts, comments, photos or videos that link Rover Scouts Australia or the Scout Association to prohibited activities in any way are to be posted on social media. These can include but are not limited to:

- a) Posts made from accounts that represent Rover Crews or events;
- b) Posts that explicitly name the Association or a related entity; or
- c) Photographs labelled with or featuring any Scouting insignia, including Rover Scouts wearing uniform or other Scout-related clothing.

As an adult section of the Movement, Rover Scouts Australia recognises that some Rover activities and events will involve the consumption of alcohol. However, Rover Scouts must not make posts, comments, photos or videos that show or imply the service or consumption of alcohol that does not comply with the Rover Scouts Australia Drug and Alcohol Guidelines, made available on the Rover Scouts Australia website.

Rover Scouts Australia welcomes constructive feedback and debate amongst its members via social media. However, it is important to remember that social media can be viewed and accessed by members of the public, including parents and young people, and as such Rover Scouts that seek to provide feedback that may portray Roving in a negative light should do so through private means such as email, private message, or post.

## **BULLYING AND HARRASSMENT**

Bullying and harassment are serious issues towards which Rover Scouts Australia and the Scout Association exercise a zero tolerance approach. Should bullying or harassment of any kind take place on social media by a member towards any person, the Rover Scout responsible will be subject to an inquiry following their Branch or BRC grievance process.

## **ENFORCEMENT**

In enforcing this policy, it is important to exercise common sense judgment. Where a breach of this policy is a result of a misunderstanding or is otherwise unintended, it is preferable for an informal and educative approach, ensuring that relevant content is removed promptly and the Rover Scout responsible is counseled on the expectations set out under this policy. Where a Rover Scout knowingly and deliberately breaches this policy, further action should be taken.

Behavior on social media that is in breach of the law will be immediately referred to the police or other appropriate authorities.

## **PROCEDURES**

Branch Rover Councils may establish procedures to facilitate the communication and enforcement of this policy in their respective Branches.