

Cub Scout Pack 557 Social Media and Website Policy

Purpose:

The goal of this policy is to define the guidelines for managing the Cub Scout Pack's public-facing social media accounts and website. This policy ensures a responsible, respectful, and safe approach to sharing information while maintaining privacy, promoting recruitment, supporting public events, and communicating with members.

Scope:

This policy applies to all social media accounts, websites, and any other digital communication platforms affiliated with the Cub Scout Pack. It addresses what information can be shared publicly, what must remain private, and the difference in content shared between public-facing platforms and internal communication systems.

1. Privacy of Pack Members

We prioritize the privacy and safety of all Cub Scouts and their families. As such, we adhere to the following principles when posting content:

- **No Personal Information:** Personal details of any Scout (including full names, addresses, phone numbers, email addresses, etc.) will **never** be shared in public-facing posts or on the website.
 - **Photos of Minors:** Any photo or video of a minor (Cub Scout) posted online will require **explicit written consent** from the Scout's parent or guardian.
 - Example: A photo of Scouts from a local camping trip may be posted on Facebook, but only if the consent form has been signed by the parents of all Scouts in the image.
 - **No Identifying Information:** When posting pictures or videos of Scouts, avoid identifying captions or tags. For example, avoid captions like "John, age 7, earned his first badge!" and instead use captions like "Our Scouts had a great time at the Pack camping trip!"
 - **Closed or Private Events:** Events that are meant for Pack members only (such as internal meetings or closed events) will not be posted on public-facing platforms.
 - **Internal Communication Platforms** (e.g., Email or BAND) will be used for communicating details of closed events, meeting schedules, and internal discussions.
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2. Content for Public-Facing Platforms (Social Media & Website)

Public-facing platforms, including the Cub Scout Pack's official website, Facebook, Instagram, Twitter, and other social media channels, will be used for:

- **Event Promotion:** Promote events that are open to the public, such as community service projects, parades, fundraising activities, and recruitment events.

- Example: "Join us this Saturday for the Pack's Annual Community Clean-Up Day. Open to all families in the neighborhood!"
- **Recruitment & Membership Drives:** Posts should actively encourage new families to join the Pack by highlighting the benefits of Scouting, showcasing fun activities, and sharing testimonials.
 - Example: "Looking for an adventure for your child? Join Pack 557 and enjoy exciting outdoor activities, community service, and skill-building fun! Sign up today."
- **Event Highlights and Celebrations:** Share post-event updates, highlighting Scout achievements, community involvement, and the success of public events.
 - Example: "What an amazing day at the Pack's Annual Pinewood Derby! Congratulations to all Scouts who participated and our winners! #ScoutingAdventures"
- **General Information:** Share general information about the Pack's mission, values, and community impact. This includes upcoming public-facing events, holiday greetings, and celebrating milestones.
 - Example: "Our Scouts are hard at work helping local veterans with care packages for the holidays. Great job, Pack 557!"

Posts should focus on:

- General group activities, such as the group's participation in a parade or public event.
- Group-wide accomplishments, awards, or celebrations.
- Announcements of public-facing activities or open events.

Example Public Posts:

1. "Pack 557 had a blast at the local parade this weekend! Check out our Scouts in action, helping our community stay connected! #Pack557 #CubScouts #Community"
2. "Our Scouts are always learning new skills! This week, we earned our fire safety badge—way to go! #CubScouts #Pack557"

3. Internal Communication Platforms (Members Only)

Internal communication tools are for sharing sensitive or private information about Pack activities and discussions that do not need to be shared with the public. These platforms will include email or specific communication apps used for member coordination (e.g., BAND).

Content shared here should include:

- **Closed Events:** Internal meetings, troop-only camping trips, Pack leader meetings, etc.
 - Example: "Reminder: Next week's Pack meeting will be held at 123 Main Street at 7 pm. We will be discussing badge progression and upcoming plans for our winter camping trip."

- **Private Photos or Videos:** Photos or videos of Scouts participating in activities that are not publicly shared but shared within the Pack. Photos or videos of Scouts who have opted in for BAND only media release
- **Administrative Communication:** Any logistics, scheduling, or administrative notices for parents and Pack leaders.
 - Example: "Please submit your child's consent form for the upcoming field trip by Friday. Form attached in post."

Examples of Private/Internal Posts:

1. "Reminder: Pack 557 Meeting tonight at 6:30 PM in the church hall.
2. "Parents, please note the change of location for next month's Pack meeting. The new location is the YMCA on 123 Main Street."

4. Content Approval and Moderation

To ensure adherence to privacy and safety standards, all posts on public-facing platforms will require approval by designated Pack leaders (such as the Communications Chair, Cubmaster, Assistant Cubmaster or Pack Committee Chair). Moderation will be in place to review comments, especially on public platforms, to ensure that no inappropriate or harmful content is posted.

- **Content Review:** Posts should be reviewed for appropriateness, ensuring they comply with privacy policies and reflect the Pack's values.
- **Comment Moderation:** Public-facing platforms should have comments monitored to protect the safety of Scouts and their families. Inappropriate comments or questions will be deleted or hidden, and users may be blocked if necessary.

5. Guidelines for Posting Frequency and Timing

- **Consistent Updates:** Public-facing accounts should be updated regularly, but not excessively. Aim for at least 2-3 posts per month, including event announcements, photos, and general updates.
- **Event Reminders:** A post should be shared at least one week before major events or meetings to ensure community and Pack member awareness.

6. Examples of What NOT to Post

- **Personal Details:** Avoid sharing any Scout's personal details, including addresses, contact information, or specific school details.
- **Sensitive Photos:** Never share images of Scouts in compromising or unsafe situations, or photos that do not have prior parental consent.
- **Closed Events:** Do not promote or share details of Pack-only activities on public channels unless it's to highlight the event post-factum (e.g., an event recap).

7. Crisis Communication

In the case of an emergency or crisis, the Pack will use internal communication methods (email, phone trees) to notify parents immediately. Any public-facing communication related to the situation will be reviewed and released only once it is confirmed by Pack leadership.

Conclusion: This policy aims to balance the need for privacy, public engagement, and promotion of scouting activities. By following these guidelines, the Cub Scout Pack can effectively communicate with its members, promote the values of Scouting to the public, and create a positive online presence that reflects the safety, integrity, and community involvement of the Pack.