


Key Considerations for Social Media

A National Boy Scouts of America Document:

Social media can be a powerful tool for sharing the joys and triumphs of Scouting, but it should be managed properly to help ensure that it remains beneficial. Below are some basic considerations for using social media in a Scouting capacity. See the complete Boy Scouts of America Social Media Guidelines

at <http://www.scouting.org/Marketing/Resources/SocialMedia.aspx> for full details.

- Use forethought, care, and responsibility when creating and maintaining social media channels where people share information and media about Scouting.
- Adhere to the terms of service and existing guidelines outlined by each individual social media channel such as Facebook, Twitter, and YouTube.
- Abide by the guidelines outlined in the Scout Oath and Scout Law, as well as BSA Youth Protection policies when participating in social media activities. That includes following recommended Scouting Safely guidelines (including the use of proper safety equipment) when displaying photos and/or videos of Scouts and leaders on a social media channel.
- Follow the spirit of two-deep leadership and keep social media channels and all communication on or through them public. Designate at least two administrators who have access to the login, password, and channel management/monitoring information.
- Use the guidelines set forth on the BSA National Council Facebook Info Tab in its digital contract at <https://www.facebook.com/BoyScoutsofAmerica> .
- Before creating a Facebook page, consider whether designated administrators will be able to monitor that page and post content consistently to help ensure that only appropriate content is posted.
- Do not give out Scouts' personal information (e.g., last name, phone number, home address) on social media channels.
- Never post questionable content or respond to someone else's content in a way that could reflect poorly on yourself or the BSA.
- Be timely in updating social media channels and responding to information requests on social media channels.
- Understand that the public may view your social media activities, and members of the public may engage in an online dialogue with you as a result.
- Do not do anything on a social media channel that reflects poorly on you, other individuals in your council or unit, the BSA, or anyone else.