

## SSA Social Media Usage Guidelines

It is not the goal of this document to provide a step-by-step "how to" on creating and using the specific features of social media channels. Social media changes regularly, so this document reflects the current guidelines as determined by SSA and is subject to modifications and amendments from time to time as required.

Social Media plays a vital role in how we interact with people in and out of the Movement. Everybody that has access to social media will be able to see and read what gets posted on these platforms. These new communication vehicles now enable current and past Scouts and Scouters, as well those who are interested in participating or are just interested in Scouting in general, to communicate directly with each other about Scouting. It forms an integral part of how SCOUTS South Africa will be and is perceived by SSA members, general public, potential parents and donors.

Although using social media is not a Scouting activity, their use to connect with others interested in Scouting can be a very positive experience. But the creation and maintenance of these channels requires forethought, care and responsibility. It is therefore important to be mindful of this when engaging on social media platforms in name of SSA. This is everybody's responsibility, regardless of age, role or position.

### **We ask that SSA volunteers, members, employees and interns DO participate in the following ways:**

- DO disclose you are a SSA member, especially if you are creating content related to our programmes, projects and events. SSA members live by the Scout Principles and Scout Laws. Values such as honesty, respect, courtesy and transparency should be maintained while communicating online.
- When commenting (e.g. on a blog post or in a forum), state your relationship to SSA. All disclosures must be clear and prominent with easily understood and unambiguous language.
- DO think before you post. When posting your own opinions, comments or content about SSA and/or its programmes, materials or services, you should think about the information you are posting, the channel you are presenting it in and how it will be perceived. Remember that information posted to social sites "live forever" and can be used out of context. Your opinions will also not necessarily represent those of SSA.
- DO inform the SSA Webmaster and/or Public Relations Manager ([info@scouts.org.za](mailto:info@scouts.org.za)) of any potential problems, issues, negative information or even accolades you may encounter about SSA. If you run across something that maybe of concern or otherwise notable inform the webmaster, PR Manager or social media team so they may choose to respond accordingly in an official capacity if needed. Also, be sure to direct any media inquiries to the proper Marketing contacts ([pr@scouts.org.za](mailto:pr@scouts.org.za)).
- DO ask questions if you are unsure. If you have any questions about what is acceptable and what isn't, contact the SSA Webmaster or PR Manager.

### **We ask that SSA volunteers, members, employees and interns do NOT participate in social media in the following ways:**

- Do NOT share confidential or proprietary information. This includes organizational or financial internal information, confidential or proprietary information shared with you by a third party and other information not already available in the public domain.
- Do NOT misrepresent yourself or the Scouting Movement, or ask others to do so. Make sure the content you create and the impressions you leave are accurate and honest. Do not leave out relevant information regarding your identity, SSA affiliations or any other pertinent information. Furthermore, never ask third parties, including young members, to misrepresent themselves or their relationship with SSA.
- Do NOT lie. Online statements and messages about SSA and its programmes and services must reflect honest opinions, beliefs, recommendations, and/or experiences. Furthermore, you must not omit material information that would change the meaning of a communication. Under no circumstances are deceptive, misleading and or unsubstantiated claims about SSA or SSA members allowed.
- Do NOT make personal attacks or speak negatively about SSA members, employees or board members. Incomplete, inaccurate, inappropriate, threatening, harassing or poorly worded postings may be harmful to others, damage relationships or undermine SCOUTS South Africa's reputation and efforts to encourage increased membership and financial support. It is also in contradiction to the Scouting Principles and Laws we live by.
- Slurs, personal insults, obscenity, rumors, lies and other offensive language are strictly prohibited.

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- DO NOT use social media as a platform to air challenges, complaints and/or grievances. There are communication channels more effective for this. Email [info@scouts.org.za](mailto:info@scouts.org.za) - to the attention of the CEO - or send inbox or private messages to the SSA webmaster, PR Manager or Social Media Team. They will forward your challenge, complaint and/or grievances to the CEO so it can be dealt with efficiently. This also avoids bringing SSA in disrepute online.
- Do NOT use SSA's name in any social media identity (e.g. username, twitter handle or screen name) or speak as an official representative of the Movement. Rather use your Provincial, Group or Troop name in your social media identity (e.g. screen name or twitter handle). Only official social media accounts managed by the SSA's webmaster and Social Media team may engage as representatives of the SSA National Office.