

The 1st Dullingham and Stetchworth Scout Group Communications Policy

Policy Version: 1.0

Date of Issue:

Review Due:

Policy Owner: Group Scoutmaster (GSM)

1. Purpose

This policy sets standards for internal and external communication, ensures appropriate use of social media, and protects young people in line with safeguarding principles.

The policy outlines how The 1st Dullingham and Stetchworth Scout Group communicates with members, parents/carers, volunteers, and the wider community. It ensures that communications are:

- Clear and timely
- Respectful and inclusive
- In line with safeguarding responsibilities
- Supportive of Scouting values and image

2. Scope

This policy applies to:

- Trustees
- All uniformed adult Leaders
- Adult volunteers and helpers
- Any person acting on behalf of the Scout Group

It covers communication via:

- Email, phone and SMS
- Social media (Facebook, Instagram, etc.)
- Group websites and apps
- Printed materials and posters
- In-person announcements



3. General Principles

- All communication must be “age-appropriate”, “inclusive”, and “respectful”
- Personal data must be handled in line with GDPR regulations.
- Leaders and volunteers must avoid personal/private communication with young people.

4. Communication with Parents/Carers

- Key information about meetings, events, activities, and changes will be shared via e-mail, newsletter and WhatsApp etc.
- Contact details for Section Leaders will be provided to parents/carers for Group-related communication only.
- Emergencies will be communicated via phone or SMS as necessary.

5. Communication with Young People

Direct communication with young people (under 18) must:

- Only occur through approved Group channels (see note below)
- Always involve at least two adult leaders (e.g., in a group chat or email CC)
- Never take place via private or personal accounts
- Leaders must not "friend" or follow young people on personal social media accounts.

Note: It is established practice in the Group to include Senior Scouts in email and WhatsApp communications from adult leaders on the basis that a parent is copied in at all times

6. Social Media and Online Presence

Official Group Accounts

- Social media accounts representing the Group must be approved by the Group Committee
- Admin access should be limited to designated leaders
- Posts must reflect Scouting values and promote activities in a positive and inclusive manner

Content Guidelines

- No posts should include the full names of young people
- Photos of young people must only be used if parental consent has been obtained. Consent is assumed unless an ‘opt-out’ is indicated in the annual membership renewal form
- Any inappropriate or offensive comments will be removed, and users may be blocked or reported



7. Safeguarding and Online Safety

- Leaders and volunteers must follow 1st Dullingham and Stetchworth "Green Card" and safeguarding guidelines at all times (see Safeguarding Policy)
- Any online concern or inappropriate contact must be reported to the Group Scoutmaster (GSM) immediately
- Private messaging of young people by adults is strictly prohibited

8. External Communication and Media

- Any press releases or public statements must be approved by the Group Chairman or Group Scoutmaster
- Media interviews or requests should be directed to the Group Scoutmaster or Group Communications Lead (if appointed)

9. Breaches of Policy

Any breach of this policy will be taken seriously and may result in:

- Suspension from communication platforms
- Reporting to external authorities if required

10. Review

This policy will be reviewed annually or following any significant incident or changes to appropriate government guidance or legislation

12. Acknowledgement by Leaders

I have read and understood the policy, agree to follow it and report any concerns

Name	Role	Signature	Date



