

Photograph and Social Media Policy

Purpose

The intention of this policy is to ensure that photographs and recorded materials are taken and used in an appropriate way during Scout activities. This policy also outlines safety measures in line with GDPR that are taken when sharing content on social media or with journalists.

Using photography, video and audio is essential to promote Scouting and the positive impact it has on young people. It may be published via Group internally controlled publications and communication channels, such as via email, websites, newsletters, at the Group meeting place, Group social media channels, Group advertising and/or promotional material including press e.g. local newspapers.

Permission

A release form is not a legal requirement, as the copyright of an image belongs to the photographer and not the subject, nevertheless, it is considered best practice and is a good way to prove consent for managing personal data.

Upon joining the Scout group, all parents/guardians are asked to consent for photos, video and audio of the young people to be published in this form whilst undertaking Scouting activities across all channels. It is reasonable to expect that some parents may choose not to consent to this, and their participation will not be affected should consent be denied. All reasonable steps will be taken to ensure images identifying the young person are not used or shared.

Young people's personal wishes are always considered and they will never be forced or persuaded into having their image or sound shared against their wishes.

Safeguarding young people

There have been concerns about the risks to children and young people when their images are used online (including on social networking sites and YouTube etc) and in publications. 11th Nuneaton follows the simple guidelines below (based upon those suggested by the NSPCC) to reduce the potential for concern.

- Avoid using both the full name and the photograph of a young person in a printed publication, social media or on a website,
- Seek parental permission,
- Only allow photographs to be taken of suitably dressed subjects and in appropriate situations,
- Follow The Scout Association's Young People First (the Yellow Card) at all times.

Public places and the press

The local and national press are often invited to Scouting events and may wish to photograph or film members doing Scouting activities. We are unable to control members of the public or journalists taking photos when Scouts are appearing in a public place. In these situations, they require no invitation or permission. Photographs taken by press photographers that invades personal privacy are subject to the normal Independent Press Standards Organisation Code of Practice.

Storing images

Images and audio may be stored by 11th Nuneaton for future use. This may be on personal devices or cloud services which are password protected

Parent photographers

It is impossible to control photographs taken by other parents or participants whilst at Scouting events. We ask that all members of our Group and their families are considerate when sharing media (particularly via social networking) and follow the guidelines set out in this policy. Please speak to leaders before sharing images of children that you do not personally know to avoid safeguarding issues.

Concerns

For clarification or further explanation of any aspect of our policy, speak to any leader of the Group.

11th Nuneaton (Weddington) Scout Group Registered Charity No. 503394

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