



Purpose

This policy ensures effective, respectful, and appropriate communication between Wardle Scout Group leaders/volunteers and parents across digital platforms. It helps protect everyone's privacy, maintain boundaries, and provide clear expectations.

1. Email Communication

Primary Use:

- Official notices (events, camp details, payments, forms, schedules)
- Direct communication with individual parents
- Emergency or follow-up contact

Guidelines:

- Only official scout email addresses should be used for communication.
 - Leaders must keep language professional, clear, and concise.
 - Replies should be acknowledged within 2–3 working days unless urgent.
 - Sensitive matters (e.g. medical, behavioural) should be discussed in private, not group emails.
-

2. Parents' WhatsApp Group

Purpose:

- Quick, informal updates (e.g., "we're running 10 mins late", "don't forget waterproofs!")
- Sharing reminders or last-minute changes
- Not for discussion or debate

Group Rules:

- Admins = Leaders/volunteers only.
- Only leaders should post event details or logistical messages.

- Parents may ask brief, relevant questions but not debate policy, behaviour issues, or group management.
- No spamming, forwarding, or sharing unrelated content (e.g., jokes, ads, news).
- No posting photos of children unless cleared by leaders and other parents involved.
- Leaders/Volunteers will not initiate private messages with parents, they will only respond briefly to enquiries initiated by a parent if they are within the guidance at bullet point 3 above.

Moderation:

- Leaders reserve the right to remove off-topic or disrespectful messages and remind users of group etiquette.
 - Persistent misuse may result in removal from the group.
-

3. Scout Facebook Group/Page

Purpose:

- Celebrating achievements
- Posting photos (with consent)
- Announcements of events, fundraising, and group news

Group Settings:

- Closed group available to parents to protect youth privacy.
- Only leaders/volunteers or designated social media coordinators may post official announcements.
- Parents can post photos or videos of their young people's achievement
- Comments should be respectful and relevant to the post.
- We will post photos

Consent & Privacy:

- No child's full name should appear in public posts.
- Parents must indicate in the personal details part of Online Scout Manager whether they give permission for the scout group to share photographs and

videos to promote scouting via social media. Please do not leave the permission fields blank.

- Tagging of children is not allowed.

Facebook Page

The scout group has a Facebook page. There are 3 admins who are leaders/volunteers. Posts on the Facebook Page will be advertising to the community about the scout groups' achievements and events. This is the only public facing medium.

4. Online Scout Manager Badges at Home (cubs only at the moment but we could extend if it will be used – there is a cost of £10 per section per year).

- Parents tell us about badge requirements completed at home/through other hobbies which will count towards the completion of activity or staged activity badges.
- Alerts go to the OSM administrators. Updates will be looked at once per month or sooner.
- Parents need to identify which badge requirement has been completed (look this up here: <http://scoutbadgefinder.com/>)
- If you would like the section your child is in to purchase the badges at home add-on please speak to the team leader of the section or email the group leader volunteer.

5. General Digital Communication Boundaries

- Leaders should **not engage in private messaging with young people** via social media or WhatsApp.
- Leaders and parents must **not discuss sensitive matters** (e.g., discipline, safeguarding) in group channels.
- Issues or concerns can be addressed privately via email **but preferably face to face, scheduled conversation.**

6. Safeguarding & Record-Keeping

- All communication must align with the group's safeguarding policy.

- Leaders should keep a record of key communications in case of disputes or concerns.
 - If a child protection issue arises from communication, it should be reported following safeguarding protocols either to the group lead volunteer or to Scouts UK
 - Complaints can be made to the section team leader; the group lead volunteer; the group chair. Safeguarding issues can be reported to the group lead volunteer or directly to the Scouts' Safeguarding team.
-

6. Agreement & Acknowledgment

All parents and leaders are expected to read and agree to this policy upon joining the group.

Email addresses:

Group lead volunteer: gsl@wardlescouts.org.uk

Scout's Safeguarding team: click on this [link](#)

Sent from [Outlook for iOS](#)