

To be reviewed April 2019

Social Networking, Website, Mobile & Email Communication Guidance, April 2017

Woodcraft Folk recognise that social media is integrated into the lives of people of all ages, and that it can be a powerful tool to support communication, education and social activity.

Woodcraft Folk seek to use social media to:

- Create an identity for our organisation and groups online
- To drive up attendance and attract new members
- To promote specific events, training, campaigns and volunteering opportunities
- Promote its aims and principles
- Communicate with groups and individuals on a local, regional and national level
- Influence wider society on issues of youth participation, peace, equality, co-operation, sustainability and other themes linked to our aims and principles
- Raise awareness of both internal and external campaigns and activities linked to Woodcraft Folk aims and principles

Woodcraft Folk actively use Facebook, Twitter, Vimeo, Flickr, YouTube and other social networking technologies. However, Woodcraft Folk also recognises that these tools, although beneficial can increase risks to children and young people. These risks must be appropriately managed. The guidance below is designed to support staff, volunteers, parents/carers and members of all ages in the safe use of social media technologies.

Woodcraft Folk's intention and responsibility is to safeguard children, young people and adults involved in our groups and projects. As such this guidance has been developed in response to requests for advice. It's essential that groups, parents/carers, members, volunteers, young people and children make informed decisions about how they use internet, mobile phone and email communications.

Groups, projects and Centres that set up websites have a responsibility to ensure safeguards are in place. Staff, group leaders, volunteers and those in a position of responsibility in groups and Districts must ensure they communicate responsibly.

The Woodcraft Folk require that:

1. Group leaders discuss the use of social media, and make it clear to young members and their parents/carers when and why we use these technologies. Group leaders should also consider delivering group night programme that explores cyber safety and online bullying issues with young people, especially amongst Pioneers and Venturers. Advice, guidance and session material is available from:
www.saferinternet.org.uk
www.thinkuknow.com
www.kidsmart.org

To be used by all Woodcraft Folk staff and volunteers.

2. Children and young people should be advised by their Group Leaders to always tell an adult they trust about communications that make them feel uncomfortable or where they've been asked not to tell their parent/carer about the communication.
3. All communication (texting, email, instant messaging etc.) should be restricted to 'group topics' or subjects linked to Woodcraft Folk aims and principles e.g. information about camp or group programme, campaigns. It is not appropriate for adults to have private non-group related electronic communication with the children and young people with whom we work.
4. Groups/Districts are responsible for ensuring all content hosted on their websites, social network areas and any associated message boards or blogs are appropriate for all members – from the youngest to the less involved.
5. Groups/Districts should appoint a minimum of two members to monitor the content of their websites and act as administrators for social media activities.
6. At no time should there be any personal communications, 'banter' or comments between adults and children/young people
7. If you use texting or email as the method of communication between adults and children/young people you should also copy in their parents/carers
8. If you use social networking sites then the group/District should set up an account/group/page in the name of the group/District and use it explicitly for named members, parents/carers and solely about Woodcraft Folk matters e.g. programme, camp, alterations to programme, campaigns linked to our aims and principles etc.
9. Individuals think carefully about how any digital communication might appear to a third party. Compared with a conversation in the real world, technology increases the potential for messages to be seen out of context, misinterpreted or forwarded to others. The use of sarcasm and innuendo are not appropriate.

Parental awareness and consent

Parental consent for using any direct electronic forms of communication with children and young people is essential and should be included in your annual consent forms or by letter with a return slip agreeing to the use of this form of communication. You should outline what means (texts, email, Facebook, Whatsapp) you will be using for communication and what you will be communicating (programme, camp information).

Awareness of risk

<u>Risks</u>	<u>Solutions</u>
<u>Accusation of an inappropriate message or receipt of one</u>	<u>Be very careful in what language you use.</u> <u>Communicate only on group topics.</u> <u>Involve another trusted adult by copying them in to emails/texts or including them in online groups. Have a minimum of two adults in the virtual space, the same as you would at group night.</u>
<u>Testing late in the evening – potential to be viewed as inappropriate.</u>	<u>No texting after 9pm. If you need to you can schedule the text to be sent the following day.</u>
<u>Young person’s perception of relationship</u>	<u>Discourage communication which is not directly related to group activities</u> <u>Use social and digital media to share group information and not as a platform to build relationships.</u>
<u>Texting/calling whilst young people are at school</u>	<u>Make calls between 12noon-1pm and 4-9pm, or schedule emails/texts/social media posts to appear between those hours</u>
<u>Data protection of young people’s numbers and workers personal mobiles</u>	<u>Use texting software packages rather than personal phones for texting, which can send any responses to your shared email account</u>
<u>Misuse of communication methods e.g. inappropriate language, images shared</u>	<u>Set up a group agreement (see below)</u>
<u>Cyber bullying</u>	<u>Set up a group agreement</u> <u>Challenge inappropriate behaviour as you would at a group night</u> <u>Remove offensive material</u>
<u>Young people disclosing more information than they are comfortable with</u>	<u>Education with young people so they understand the risks and consequences of information sharing</u> <u>Set up group agreement about what should be shared online in the group</u> <u>Remove personal information</u>
<u>Young people exposed to inappropriate material</u>	<u>Set security settings so only group members can post in the group</u> <u>Set up group agreement about what should be shared online in the group</u> <u>Group administrators will need to be actively monitoring the online community</u> <u>Remove offensive material</u>

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Group agreement

All groups should have a group agreement which covers communication. Your agreement should cover:

- Cyberbullying, being kind and respectful
- Use of language
- Racism, sexism, homophobia and other hate issues
- Not posting adverts
- Using photographs respectfully

An example may read:

- We will not bully, harass or deliberately upset other people
- We will not use racist, sexist, homophobic or other kinds of cruel and hateful language
- We will not post anyone's personal details, including our own
- We will not post photos or videos of people that they are not happy for others to see
- We will look at what people have said and respond respectfully
- We will not post about things which are not about our group or are off topic
- We will report any posts of concern
- We will speak to a trusted adult if we feel uncomfortable about anything which is posted

Encouraging responsible use of technologies

Adults have an important role to play in explaining to children and young people their rights and responsibilities when using technology. Knowing how to identify when they or others are cyberbullying or being cyberbullied will help them build a safe online environment.

Important points to discuss with children and young people:

- Online relationships are no different from offline relationships
- Be mindful of the fact that you are communicating differently, and without the benefit of being able to read gestures, facial expressions and tone of voice. It is easy to misinterpret what may be seen on screen.
- Be respectful of other people's privacy
- Never give away personal information
- If you wouldn't say it, don't send it
- Be polite
- There's always a history, so anything you send/say can be traced

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Responding to child protection concerns

In general you are no likely to encounter situations online which give rise to child protection concerns than you are to encounter such situations at group night or on camp.

The threat to our children and young people is not technology but people using it (adults and their peers). Child protection is everyone's business in all settings, we should make no distinction between the offline and the online worlds. Abuse is about the behaviour of offenders manipulating any environment in order to abuse children.

Disclosures

If a child or young person shares information involving online bullying or abuse it is important that you:

1. Don't panic
2. Assure the individual that they have done the right thing by telling you
3. Listen to what they have to say and record it as soon as possible in the words of the individual where possible
4. Decide on an action plan with the young person e.g. agree not to open any further messages from this source, explain that you need to share this information to protect the individual and others, discuss whether or not to inform parents/carers
5. Do not delete any messages
6. Share the information with your Local Safeguarding Officer
7. Involve other agencies as relevant
8. Support the individual

There are four UK laws that are relevant to the use of IT in relation to bullying:

- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003

Visit www.respectme.org.uk/cyberbullying-and-law.html#harassment to see how each law relates to bullying and specifically to cyberbullying.

Remember: Bullying is not acceptable and is not a normal part of growing up.

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Email/Texting Guidance

The following is best practice in relation to using email and texting.

Do:

- Get signed consent from parents/carers before using these as a method of communication with children or young people
- Explain to parents/carers and group members the purpose and method for Groups Leaders to communicate by either text, email or both with their child
- Only use group texts or emails and always copy in the parent/carer to all communications with young people
- Make sure texts or emails are only in relation to specific group related activities e.g. informing young people about events, changes in programme, meeting times or venue changes etc.
- Email/texts should only be used to communicate specific information (times, dates, venues). They should not be used as a relationship building tool.
- Email histories should be kept and dated
- Report to the Local District Safeguarding Officer any instance(s) where you have received any inappropriate communications from a young person. The Local District Safeguarding Officer will then agree what action the group will take, notifying parents/carers and any other appropriate individuals or agencies

Don't:

- Use text or emails for personal conversation, sending picture, jokes or other items of a personal nature
- Respond to emails from young people other than those directly related to group matters
- Use language that is directly (or could be misinterpreted as being) racist, sexist, derogatory, threatening, abusive or sexualised in tone

Woodcraft Folk recommends having a 'shared' leader email account where all leaders can access any emails, regardless of whether they are private or public. This would allow communication amongst adult members and young people to remain safe. For example:

watford.venturers@woodcraft.org.uk

If a young person discloses information or anything of a concerning matter arises via email or text the following procedure must be followed:

1. Acknowledge the disclosure
2. Make attempts to contact the young person via other methods of communication, and where possible arrange to meet face to face to discuss the issues raised
3. Refer the disclosure using Woodcraft Folk's child protection procedures

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Social Networking Guidance

You can set up a group via a personal Facebook account but ensure that your personal settings are secure and have limited viewing. It is also possible to set the privacy settings of the Facebook group so that members cannot see the profiles of others who have joined.

How are pages different from groups? Which one should I create?

Pages allow real organisations, businesses and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include:

Pages

- Privacy: page information and posts are public and generally available to everyone on Facebook
- Audience: Anyone can like a page to become connected with it and get news updated. There is no limit to how many people can like a page.
- Communication: page admins can share posts under the page's name. Page posts appear in the new feeds of people who like the page.

Groups

- Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- Audience: Group members must be approved or added by other members.
- Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

Woodcraft Folk groups may wish to have a public promotional page and a closed group for direct communication with members. It is however important to explore how you will continue to communicate with those members who do not access Facebook.

The following is best practice in relation to social networking.

Do:

- Ensure all the privacy settings are locked so that the page(s) are used explicitly for group or District matters and are not used as a place to meet, share personal details or have private conversations
- Nominate a local Woodcraft Folk member to monitor the group/District social networking page regularly and remove access for anyone behaving inappropriately
- Make sure everyone within your group knows who is responsible for monitoring the content of the social networking areas and how to contact them
- Signpost all users to CEOP's Safe Online guidance
- Gain written parent/carer permission before access is given to under 16s
- Inform the Local District Safeguarding Officer if you have received inappropriate communications online, keeping a record of any inappropriate, threatening or offensive material as this may be needed as evidence

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Don't:

Unless the relationship between a child/young person and an adult member started before their engagement with Woodcraft Folk (direct relation, neighbour, family friend), Group Leaders or volunteers should not:

- Accept as a friend, young group members under 16 years on social networking sites they are members of or share their own personal social networking sites with children or young people involved in Woodcraft Folk
- Make contact with children or young people known through Woodcraft Folk outside of the group context on social networking sites
- Use internet or web based communications to send personal messages of a non- Woodcraft nature to a child or young person
- Engage in any personal communications, 'banter' or comments.

Skype and other visual methods

- Adults should not engage in one to one communication with young people using these methods.
- Skype/webcams can be used for group conference calls and is considered appropriate if a project or groups needs to discuss plans for events and activities.

Misconduct

Any contravention of these guidelines or the misuse of online communication tools may lead to appropriate action being taken against the offender leading to disciplinary action.

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Resources and help

www.thinkuknow.co.uk – CEOP's one-stop shop for internet safety. Has a section for teachers and trainers to access free resources

www.digital-literacy.org.uk – SWGfL have created this collection of digital literacy resources for all age groups

www.childnet.com – Video's and resources available for children, young people, parents and professionals. Includes resources designed for younger children such as Smartie the Penguin and Digi Duck

www.saferinternet.org.uk – Collects resources, links, research and guidance for all ages, professionals and parents included

www.lincolnshirelscb.org.uk – Lincolnshire Safeguarding Children Board website with information on internet safety for parents, professionals, children and young people <http://twitter.com/esafelincs> - The LSCB run a Twitter page regarding technology and internet safety. Follow us @esafelincs Support

www.childline.org.uk – Offers an online and phone based counselling and support service. Will not appear on phone bills and is a Freephone number – 0800 1111

www.kooth.com – An anonymous online counselling service for young people in Lincolnshire

www.iwf.org.uk – The Internet Watch Foundation is an internet industry funded body who seek to remove images of child abuse from the internet

www.cybermentors.org.uk – An online anonymous forum where children and young people can discuss their experiences of being bullied with their peers

Useful resources

The Youth Engagement and Social Media online guide: contains regularly updated resources on using social media in all different forms of work with young people.

<http://www.practicalparticipation.co.uk/yes/start>

Sexting advice for schools <https://www.safeguardingschools.co.uk/wp-content/uploads/2016/08/Sexting-in-schools-and-colleges-UKCCIS-August-2016.pdf>

Social Media Guidance for children and young people

Mobile technology is a key part of everyday life including how and where you can find information about Woodcraft. Whether it's about your next camp, the latest campaign or committee elections it's a great way to get and share information.

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Within Woodcraft we want you to use social networks, the internet, texts and email safely to get the information you need. We have produced the guidance below to keep us all safe and to ensure that we respect each other:

- Tell an adult you trust about any communications that make you feel uncomfortable or that asks you not to tell your parent/carer
- Know who from your group should be contacting you and how they should be contacting you
- You can talk to your Group Leader or Local District Safeguarding Officer if you are unhappy about anything sent to you or said about you over the internet, social networking sites, text messages or via email
- Don't post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening, or racist as this would go against Woodcraft Folk values and could also be against the law
- Don't give out personal details including mobile numbers, email addresses or social networking account access to people you don't know well offline
- Facebook has different 'set up' guidelines for U18s to help to keep you safe – use them
- Even if you get on with your Group Leader or other group helpers don't invite them to become your friends online, they have been asked not to accept such invitations. Join your group online instead.
- Tell an adult you trust if an adult involved at your group or within wider Woodcraft asks you to become their friend online
- If you receive an image or message which you find offensive, threatening or upsetting tell an adult you trust. Make sure you copy and save the image/message elsewhere or print it off before you remove and destroy it because this may be needed as evidence
- You can also report concerns directly to the police by using the link below www.clickCEOP.net

If you want to know more about how to keep safe online follow the links below

www.saferinternet.org.uk

www.kidsmart.org.uk

www.thinkuknow.co.uk

www.clickcleverclicksafe.direct.gov.uk/index.html

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