



# Communications Policy v1.0

## Approved: Group Trustee Board

### Dated: 13.03.26

## Purpose

This policy has been documented to ensure that all communication within 3<sup>rd</sup> Diben Purlieu Scout Group is safe, respectful and effective supporting young people, volunteers and families while upholding scouting values and safeguarding standards.

## Principles

- Safety first: All communication must protect the wellbeing of young people.  
Transparency: Communication should be open, appropriate, and accessible to parents/carers.
- Respect: All messages must reflect the values of Scouting.
- Consistency: Information should be accurate, timely, and shared through agreed channels.

## Communication With Young People

- Leaders must not communicate privately with young people via personal accounts.
- All digital communication must:
  - Include at least two adult leaders.
  - Be visible to parents/carers where appropriate.
  - Use official group accounts, not personal profiles.
- No direct messaging between adults and young people unless:
  - It is strictly necessary (e.g., lost at pickup), and
  - Another adult is copied in.

## Communication With Parents/Carers

Approved channels include:

- Email newsletters
- Group WhatsApp broadcast lists (not open chat groups)
- Online platforms such as OSM (Online Scout Manager)
- Printed letters or handouts
- Social media pages (public or private)



Parents/carers should:

- Keep contact details up to date.
- Use official channels to communicate with leaders.
- Avoid contacting leaders on personal numbers unless previously agreed.
- Avoid personal parent to parent communication in the group WhatsApp channel

## Communication Between Adult Volunteers

- Use respectful, professional language at all times.
- Group-wide decisions or announcements should be shared through:
  - Telephone
  - Email
  - Leader WhatsApp groups (admin-controlled)
- Sensitive matters (behaviour, safeguarding, welfare) must be handled privately and in line with Scout Association procedures.

## Social Media

The group facebook page will only be managed and maintained by the group trustee and will include no images of young people, it will be used for the sole purpose of advertising fundraising. All individual groups Squirrels, Beavers, Cubs & Scouts groups will be closed groups administered by the group leaders

- The group may maintain official social media accounts for:
  - Sharing achievements
  - Promoting events
  - Engaging the community
- Content must:
  - Never identify a child by full name
  - Use photos only with parental consent
  - Avoid sharing personal details, locations in real time, or anything that compromises safety
- Leaders and young people must not be connected on personal social media accounts unless connected through direct family such as leader is the parent or guardian of the young person

## Photos and Media

- Follow the group's photo permissions list at all times.
- Avoid posting:
  - Images of children without consent
  - Photos that could embarrass or endanger a young person
  - Real-time location tags during activities



## Safeguarding and Reporting

Any communication that raises a safeguarding concern must be:

- Saved (screenshot or copy)
- Reported immediately to the Group Lead volunteer or Safeguarding Officer (if in place)
- Handled according to The Scout Association's safeguarding procedures

## Data Protection

- Personal data must be stored securely and used only for Scouting purposes.
- Contact lists must not be shared outside the group.
- Leaders must follow General Data Protection Regulations (GDPR) principles when handling information.