Guidance for BB Companies and Battalions setting up Facebook pages (or other social media)

Know what type of Facebook account is safest

- A Facebook **page** where you can post information and people can "like" but not be "friends" is the safest bet. (For example the Queen's page http://www.facebook.com/TheBritishMonarchy allows for posting and likes but you cannot become her friend!) This is the same principle as the BB Official Facebook page: http://www.facebook.com/theboysbrigade. These sorts of pages require moderating, the risks being that unsuitable posts are made, but the risks of online grooming are less than on a profile type account
- A Facebook **profile** allows people to become friends, so should be operated as a closed group. (More on this under "Who can join your social network site" below.)

Decide what the page is for

Companies need to decide what they want to achieve with their Facebook page and how ready they are to go ahead.

Questions to ask:
- Is the page primarily to interact with BB members, or to publish information, or both? What sort of social networking do you wish to use and how does this fit with your traditional methods of communication and publicity?
- What safeguards need to be in place before you go ahead?

Review your existing safeguarding practices

If you are thinking of using social media, it is a good time to ensure that all your leaders are properly registered and have had the requisite checks.
Make sure all leaders are aware of the guidance in the BB Safeguarding Policy and Procedures and the Code of Good Practice cards.
Make sure whoever is responsible for setting up and maintaining the site has knowledge of the potential risks to children and young people online.

Decide who will manage the page

Someone will need to take responsibility for setting up, managing and moderating the page. Moderating means overseeing/reviewing/responding to posted comment. This person will allow or disallow posted comment or links to other sites. This person must be a fully registered, trained adult with a current check and who has a working knowledge of online safeguarding issues.

Tips for setting up a safe page:

- Use an official BB email address wherever possible
- Make sure only organisational rather than personal email addresses are made available through a profile.
- Keep your log-in details secure – this will reduce the risk of someone hacking into your online information
- Set proper privacy levels for all aspects of the services: photos, blog entries, image galleries. Failure to set privacy levels could result in obscene or libellous messages appearing before you have a chance to remove them.

Tips for understanding Facebook privacy settings

Access your privacy settings

- Click the down arrow beside Home and then click **Privacy Settings**. Beside the heading 'Timeline and Tagging', click the blue link marked **Edit Settings**.

Restrict others' access

- Where it says 'Who can post on your Timeline', click the down arrow and choose either 'Friends' or 'No one' for extra control. Similarly, click the drop-down arrow to set who is allowed to see posts on your Timeline when you're tagged.

See posts before they go online

- You can also adjust your settings so that you have a chance to check posts before they appear on your timeline.
- Access your timeline privacy settings and where it says 'Review posts friends tag you in before they appear on your timeline' click the arrow (facing right) and click the down arrow beside the word Disabled. Click **Enabled** and then click **Back**.

Tips for maintaining safety online:

- No adult leaders should be in one to one communication with BB children and young people outside of BB hours
- Adult leaders should not have young people as their "friends" on Facebook etc or publish images of BB children and young people on their personal pages.
- Don't target children under the age of 13 – remember the minimum age requirement for most social networking sites is 13
- Don't take or publish any personal details of children and young people. No names, home or email addresses, schools or mobile numbers
- Be careful how you use photos of children:
    - if a child is named, avoid using their image
    - if an image is used, avoid naming the child
    - obtain children's **and** parents' written consent to use photographs on websites. This can be obtained on your annual consent forms
- Think before you post and always seek the permission of the children and young people and their parents before adding them to your social network page

Who can join your social network site

BB Companies using Facebook must only accept members of the Company as their online 'contacts' on the BB Facebook (or other social networking site) page. This rule must be stated on the page. Exceptions to this would include parents and carers once their identities have been verified.

What to do if you have concerns

- Report any possible abuse or concerns to Karen Jay at BBHQ immediately, or if not available;
- Report to the Child Exploitation and Online Protection Centre (CEOP) or regional equivalent

Useful websites

www.thinkuknow.co.uk   www.ceop.gov.uk   www.nspcc.org.uk   www.kidscape.org.uk

In conjunction with these guidelines, anyone thinking of setting up a Facebook page, or similar, or checking the safety of an existing one should read the BB Safeguarding Policy and Procedures guide. This can be found here:
http://www.boys-brigade.org.uk/safeguarding.pdf