Social Media/Web Requirements

- Follow BSA and SHAC social media and web policies located at communications.shac.org/resources.
- Be familiar and follow job description.
- Have a minimum of two district level volunteers with administrative rights on every district or council social media site (e.g., Facebook pages and groups).
- Give the council marketing director (fb.com/shac.sam.houston for Facebook) administrative access to all council and district social media sites.
- Give council marketing committee members access (when requested) to social media sites to help support district and council communication goals.
- Keep sites relevant, timely, and engaging.

Guidelines

1. **Transparency.** Be honest about who you are.
2. **Protection.** All Youth Protection policies apply. Adults should not use direct-messaging when interacting with youth.
3. **Clarity.** State that opinions are your own.
4. **Responsibility.** Follow the Scout Oath & Law. Use good judgment in sharing information.
5. **Awareness.** Internet content is permanent/public.
6. **Utilization.** Use current best practices and attend training sessions.

Additional Requirements

Facebook

- Districts may only have one page
- Districts may have multiple groups
- Council pages must be approved by marketing director
- Page must be set to photo tags not allowed; profanity blocklist set as 'strong' (under 'manage permissions')
- Admins must receive "individual email notifications" on settings (under 'your settings')

YouTube

- Have music copyright permission

Best Practices

- Link and promote SHAC and National BSA Facebook and websites
- Link and promote eScouter
- Put council and district website and Facebook addresses on all fliers

Communication and Social Media resources (e.g., disclaimer, job description, agreements): www.communications.shac.org
eScouter: www.shac.org/escouter
SHAC Facebook site: www.facebook.com/shac.bsa
SHAC Youtube: youtube.com/samhoustonbsa
SHAC Pinterest: pinterest.com/samhoustonbsa
SHAC Flickr: flickr.com/samhoustonbsa
SHAC Instagram: www.instagram.com/samhoustonbsa

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