

Guidance for Unit Web Sites

The Boy Scouts of America provides the following advice for individuals who use privately owned web sites and e-mail accounts to communicate information about Scouting.

Decorum

Scouters should exercise propriety and good taste online. Material that will be posted to a unit site or sent from a unit e-mail account should be reviewed by at least three adult members of the unit committee. Access (the ability to place material on the site or send messages from the account) should be controlled by an adult who is responsible to the committee.

Youth Protection

Names, images, and especially contact information pertaining to youth members should never be gathered or published over the internet.

Copyright

Do not “borrow” (without permission) content for use in unit web sites. Written permission should always be obtained, even when material is declared to be “free” or “public domain;” it might not be.



Dan Beard Council Marketing Committee Internet Subcommittee Guidelines

PURPOSE

- To promote positive use of the internet and the World Wide Web while providing for the protection of our youth and the Scouting program.
- To promote a single unified presence for the Dan Beard Council (DBC) on the Internet.
- To promote electronic access to information regarding Dan Beard Council programs, special events, training, Council staff, and international Scouting Web links.
- To encourage programs and units within the Dan Beard Council to create and maintain individual Web pages in support of the DBC Web page.
- To provide guidance for development of program and district Web pages.
- To encourage communication between Scouts, Scouting Professionals, and volunteer Scouters.
- To promote the establishment of contacts within each district who will actively promote the objectives of this committee.
- To review and approve all data and information to be linked from the DBC page.
- To review future electronic communication development for use by the Dan Beard Council. Such future development may include interactive exchange of information such as submission of training or special event registrations, tour permits, and/or Scout Shop transactions.

DEFINITIONS

1. Adult -- individual over 18 years of age.
2. Council (DBC) -- The Dan Beard Council, BSA.
3. Council Site (Official Site) – The internet site used to publish information developed by or specifically for Council programs. Example: Publishing the contents of a Dan Beard Council program brochure could only be done on the official council approved site. Discussion and/or promotion of the program can be done on any site.
4. Council Webmaster – The Council Webmaster is Chairman of the Council Internet Subcommittee and is responsible for the day to day review of the Council site and Council approved sites.
5. Internet Subcommittee – The subcommittee formed by the DBC Communications Committee to promote the positive use of this electronic medium.
6. Internet Site – Any public electronic medium accessible by computer to computer communication. This includes, but is not limited to, web, ftp and gopher sites.
7. Member – Any adult or youth member of the Boy Scouts of America.
8. Private Sites – Sites providing information about the Scouting program in an unofficial capacity.
9. Program and Unit Sites – Sites run by units of the DBC to promote their own programs and approved by DBC to link with the Council site.

INTERNET POLICY

It is the policy of the Dan Beard Council that all internet material or information linked from, associated with, or utilizing the Dan Beard Council name or logos be approved by the Dan Beard Council through its Internet Subcommittee and conform to the following guidelines.

GUIDELINES

Publishing:

1. Providing information through an internet site is considered publishing and is subject to the same standards and restrictions of any publishing medium.
2. Copyrighted materials, other than those developed by the Council and the BSA, are strictly prohibited on Council approved sites.
3. All documents, illustrations, photographs and linked material must conform to the principles, policies and traditions of the Boy Scouts of America, the Dan Beard Council and the unit's chartered partner.

Dan Beard Council Official Site:

1. The Chairman of the Internet Subcommittee (or designated) or the Staff Advisor to the Council Marketing Committee (or designee) will approve materials published on the Council Official Site prior to submission to the site.
2. The Chairman of the Internet Subcommittee will be designated Council Webmaster. He will hold permissions for full access to the Council official Site as will the Staff Advisor to the Council Marketing Committee. The Council Webmaster and the Staff Advisor may together approve granting permissions to a limited number of other individuals as deemed necessary for good and proper operation of the Council Site.

Council Approved Site:

1. No member shall publish information covered under these rules or present himself or herself as an approved program or unit site of Council or display the web site logo without Council approval through the Council Internet Subcommittee.
2. While useful information about council programs and divisions may appear on many web sites, only one web site will be recognized as the official web site for that program or unit.
3. The Council Internet Subcommittee shall develop an application procedure for members wishing to operate Council approved sites.
4. All linked districts and groups must have a registered adult advisor for their Web Page and all material must be approved by the advisor prior to placing it on a Web Page.
5. The home page for the approved program or district will contain a hyperlink to the Dan Beard Council home page www.danbeard.org prominently displayed. There is only one official Dan Beard Council home page. All approved web pages must clearly identify the unit that it represents and a contact person with e-mail address for comments.
6. These guidelines must be followed for the district (group) to have a link established from the Dan Beard Council's Web page to the unit's home page.
7. Paid advertising must be approved by the Council Internet Committee who must deem it "appropriate".
8. If a site becomes inactive for several months the Council Internet Committee will dissolve the link to the Dan Beard Council site.
9. Council approved status may be withdrawn by the Council Internet Subcommittee without notice for failure to comply with these rules.

Other Sites:

1. District sites, private sites and other internet sites may not publish substantial portions of published Council information. However, sharing program information is encouraged.
2. Sites sharing information about the Scouting program are encouraged to use common sense and the guidance of the Scout Law in the operation of their sites.

Member Protection:

1. Full last names or any identifying information about youth members shall not be published on the web. Names and information about any adult shall be published only with the written approval of that individual.
2. Pictures of youth may appear on the web as long as no name or other personal information is associated with the picture and appropriate release is given.
3. Under no circumstances shall the address or personal phone number of any youth be published on the internet. Phone numbers of adult members may only be published with permission.
4. E-mail addresses may be published, with the permission of the holder, if worthwhile benefit to the program would be achieved.

Security:

1. One adult with site access shall be named as the responsible contact for each site. In the case of youth run sites, one adult and one youth, both of which have site access, shall be named the responsible contacts for each site.
2. The name, address, phone number, and e-mail address of each responsible contact shall be provided to the internet subcommittee. Other pertinent information may be required.

Liability:

1. The Internet Subcommittee, like other Council committees, provides general oversight of this program. Members operating internet sites are responsible for their content. The council shall not be held liable for the contents of any web site whether or not such web site has obtained Council approved status.

TALENT RELEASE FORM

In consideration of my engagement as a model and the benefits made to me, receipt of which I acknowledge, I hereby assign and grant to the Boy Scouts of America, or its assignees, the right and permission to use and publish the photographs/film/video tapes/electronic representations and/or sound recordings made of me on this date by the Boy Scouts of America, and I hereby release the Boy Scouts of America from any and all liability from such use and publication.

I hereby irrevocably authorize the reproduction, sale, copyright, exhibit, broadcast, electronic storage and/or distribution of said photographs/film/video tapes/electronic representations, and/or sound recordings without limitation at the discretion of the Boy Scouts of America and I specifically waive any right to any compensation I may have for any of the forgoing.

Signed _____

Guardian (if under the age of 18) _____

Witness _____

Session Date _____

Please Print

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Photographer _____