

## **Policies and Guidelines for Gray Owl District Web Sites**

### **Rules and Regulations**

Districts are a primary means of delivering the Scouting program to our volunteers and the general public. Much of this takes the form of publishing or advertising. Just as in other publishing and advertising, Gray Owl district is allowed to develop their own applications of Internet and Web technology, as long as the rules and regulations of the Boy Scouts of America, are observed as required by their charters. The *Rules and Regulations of the Boy Scouts of America, No. 57-492*, and the *Charter and Bylaws of the Boy Scouts of America, No. 57-491*, are primary resources for these policies and procedures. Other guidelines, such as this document, are adopted by Gray Owl District to provide more specific and detailed guidance.

### **Representation**

Gray Owl District acknowledges that while the web site is the product and possession of the district, it also represents Circle Ten Council and BSA. We therefore adhere to the Circle Ten Council standards and guidelines for district web sites.

### **Circle Ten Council Standards**

**Circle Ten Council provides these eight standards as a method of assuring compliance with the rules and regulation of the Boy Scouts of America.** The standards that are posted on the web will be deemed as the most current and will supersede any previously posted versions or any printouts of these standards. Gray Owl District will comply with these standards and guidelines, and will require all unit sites to comply in order to be linked from the district site.

### **Approval Standards**

- 1. The district must have direct control over the content of its official Web site.**
- 2. The content of the district site must be appropriate to the Scouting movement.**
- 3. The district site cannot contain links to any sites that contain material that is not appropriate to the Scouting movement.**
- 4. The district site cannot contain any advertisements or commercial endorsements.**
- 5. The district site cannot engage in the electronic sale of BSA Supply Division merchandise or competing products.**
- 6. The district site cannot replicate any BSA publication currently for sale through the Supply Division.**
- 7. District sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.**
- 8. District sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.**

## **Guidelines and Rules for Unit Web Use**

### **Web Masters**

All Unit web sites are to follow appropriate measures to stay within Youth Protection Guidelines. To that end, if a Unit decides to utilize the Internet for its purposes, it is to be with the consent of the Unit Committee. A youth may serve as web master for the Unit, but only under direct, Adult Leader(s) supervision.

Note: The supervision must be under a registered Adult Leader(s) and not a parent.

### **Use of Free Sites**

All Units should make every effort not to utilize any free web hosting services that require the use of banner ads, logos, or other such forms of advertisement or endorsement. Such things violate the National and Council Web Use policies. If a company wishes to “donate” web space for a Scouting Unit, make sure that company does not represent anything that violates the stated Web Use policies. Does the company represent values that are comparable to that of the BSA? A Unit may make reference to the site donor, such as, “Pack \*\*\* would like to thank XYZ Corporation for providing web space for our Unit”.

Unit’s searching for a web host provider, have several viable alternatives to free sites.

- Chartering Organization – Already approved by Council, safe to use. Provides good PR for organization.
- Personal Web Space – Many ISP’s provide 5MB of free web space (Banner Ad Free) to its clients. Some even provide for extra e-mail accounts that can be used for the Unit.
- Donor Web Space – Would be similar to personal web space from an ISP with the exception that more space, access, and tools could be available by the donor company.
- Purchased Web Space – Affords the most control and professional appearance. Paid services can be as low as \$6.00 per month. Web Host Providers even have a host of web tools.

### **eMail**

Units should avoid using e-groups, free eMail, or other such services that embed or attach text and/or banners to the messages. These violate National and Council policies.

### **Communications and Requests for Postings**

All communications and requests for posting to the Gray Owl Web Site and community newspapers will be reviewed. The Communications and Publicity Committee (C&P) has established a review process that will ensure the rapid release of information while providing assurance of compliance with all policies and guidelines.

- All requests will be directed to the Point of Contact (POC) for review. The POC will forward requests to the review committee to verify compliance of content before posting to web-site.
- POC may expedite time sensitive material when announcements and cancellations require timely posting and where compliance is clear.

- If POC and review committee question a submission, the entire C&P committee must review and approve before submission is posted.
- If C&P Committee cannot reach a consensus on approval for submission, Key 5 and/or the District Committee will be queried.

All requests requiring Key 5 or District Committee review will be made through our District Executive. The DE will review for adherence to National and Local Council policies.

If you are in doubt or need assistance, please contact the Communications and Publicity Committee or the District Executive.

### **Required Information**

All submissions must be accompanied with the following information. This is required in order to provide contact with the person submitting the information to verify accuracy and provide follow up in the event of questions pertaining to the information.

Name:

eMail Address:

Postal Address:

Phone Number: (specify day or evening)

### **Permission to insure Privacy**

Items requiring permissions for privacy concerns must also be accompanied by a written statement allowing the posting of the item. These items would include:

- eMail addresses
- Postal Addresses
- Phone Numbers
- Pictures
  - a) Pictures without identifiable people do not require permission.
  - b) Pictures of groups or individuals that have no names or captions identifying the person(s) require the permission of the owner of the photograph.
  - c) Pictures with people who are identified by name must have permission of each person named.
  - d) In no case will a picture be posted that can identify a youth by name in such a manner that would allow someone to locate or contact that youth.

Electronic permission is acceptable for contact information items and pictures of type a) and b).

Pictures of type c) will require a signature(s). Signatures may be mailed or faxed.

Implied permission: Many items containing contact information are publicly distributed and permission to publish on the web site may be implied by this distribution. For example: Flyers handed out at district functions such as Roundtables, often have registration information or forms with contact names and phone numbers. The C&P committee may post these items with no further permission required.

The form that follows will be used to request posting and for granting permission.

## Gray Owl District Web Site

### Request to post information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

eMail \_\_\_\_\_

Phone \_\_\_\_\_ (day evening \_\_\_\_\_ circle one)

Topic: \_\_\_\_\_ (web site area)

Title: \_\_\_\_\_

Subject \_\_\_\_\_

File Names: \_\_\_\_\_

\_\_\_\_\_

Attach additional information as needed to provide full details.

Privacy Permission:

Permission is granted to post the information as noted:

- eMail address
- Postal Address
- Phone Number
- Picture(s)

Signatures: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Electronic Signature:

By checking this box, I indicate that I give permission for Gray Owl District Web Site to post my information as noted above.

*(not valid for pictures which identify individuals by name)*