



SCOUTS[®]
Creating a Better World



SOCIAL MEDIA 101 FACEBOOK GROUP MODERATION



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COMMUNICATIONS
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**SOCIAL
MEDIA 101**
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SOCIAL MEDIA 101

FACEBOOK GROUP MODERATION

STARTING A FACEBOOK GROUP CAN BE A FANTASTIC WAY TO ENGAGE YOUR COMMUNITY AND SEGMENT YOUR AUDIENCE INTO SMALLER GROUPS TO HAVE MORE FOCUSED DISCUSSIONS AND FORA ON MORE NICHE TOPICS.

It's essential that groups have a bit of structure to keep members engaged and on topic, and most importantly, keep members from posting harmful or inappropriate content.

Facebook Groups should be safe spaces for your community, no matter their focus. This document is intended to help admins of Facebook Groups follow good governance practices and establish and enforce House Rules.

Principles for Community Engagement:

- Keep it fun! Your members are there to have fun and talk about all things Scouts, keep the content fun, light, and uplifting.
- Keep it related to Scouting! Everyone in your group has a single thread that connects them – Scouting! Keep the conversation going around topics related to Scouting that may connect your members across borders.
- Give your members a nudge! Start a conversation (and keep the conversation going too!) – whether it's something thoughtful or just something fun, it's your job to keep your members engaged and interested.
- Give your members positive reinforcement! Respond to your members with likes, emojis, or comments. Let them know you appreciate their contribution to the group.



Governance

Group settings

Facebook Groups can be set to be public, private, or secret. For the purpose of connecting the members of your Scouting community, a private group is recommended so that admins are able to ensure the group is not spammed with inappropriate content and that members are part of the target audience of the group.

Screening questions

Facebook now allows you to ask new members a set of standard questions before you accept or deny their membership request. You can use these questions to get a better idea of those requesting for membership and if they belong in your group or not.

Depending on the focus of your group, they could also be used to verify the identity of requesting members. For example, if your group is for Troop leaders from a specific Region, you can ask them for the name of their Troop.

House Rules

A good Facebook Group has clear House Rules on what is and isn't allowed in the group. It's important that all Facebook Groups related to Scouting stick to Scout values. Establishing a comprehensive list of House Rules is necessary so that members clearly know what is not allowed, and what may be the consequences if they break a rule.

House Rules should be pinned to the top of your group for easy reference by all members. In practice, enforcing House Rules means that an admin shouldn't remove a member from the group unless the member has broken a House Rule, in which case the admin should alert the member about the House Rule he/she has broken.

For reference, the House Rules of the Facebook Group of the World Organization of the Scout Movement (WOSM) are as follows (as of June 2018). National Scout Organisations (NSOs) are welcome to replicate these rules or adapt them to their own context.

WELCOME TO THE OFFICIAL WORLD SCOUTING FACEBOOK GROUP!

This is a space for all things Scouting – let's spread the Scouting spirit and stick to our values and House Rules, just like we would in a Scout camp 🕶️🏕️🔥

First, let's remember that we're a global movement with Scouts from different backgrounds, who speak a variety of languages. Please make sure your posts are relevant and accessible to a global audience.

★ House Rules ★

DO

- ☒ Engage with the community, share and comment on posts, and tag your friends!
- ☒ Translate your posts into English! Not everyone here can read your language, so let's make your posts accessible to all by translating when you share posts in other languages.
- ☒ Ask questions and give answers to other group members.
- ☒ Support each other's work and activities, we encourage positivity!
- ☒ Be respectful of others in this group.



DON'T:



Spam: spammers will be warned, persistent spammers will be removed. Spam includes inappropriate content, excessive posting, promotions, and irrelevant content.



Promote a WhatsApp group, ask for personal data, or share your own personal data. Violators will be removed.



Advertise: all posts advertising items for sale or personal businesses will be deleted and posters will be removed.



Discriminate: bullying other group members will not be tolerated and offenders will be removed from the group. Harassment of a group moderator or member, even outside of the group, will lead to being blocked. If you experience bullying, please report it.



Help us keep this space safe: report any posts that violate these community guidelines using the "report" feature alongside comments and posts. If something violates Facebook's community guidelines, you should report posts directly to Facebook.



Read WOSM's full House Rules: bit.ly/2ozIWnP



Inappropriate content: Inappropriate content should always be removed immediately and the member evaluated on whether or not he/she deserves to be removed from the group.

Data sharing: The sharing of personal data for promotional reasons or asking other members of the group to share personal data should be strictly forbidden, this includes asking for members' phone numbers to join WhatsApp groups.

Removing a member: An admin should take removing a member very seriously. Facebook Groups are meant for free and open discussion, and admins should refrain from censoring content that is unappealing to them or removing a member for anything other than what is stated in the House Rules.

If a member has broken the House Rules, the admin should remove the him/her and send him/her a personal message explaining why he/she was removed. In the case that it seems a member has unintentionally broken a House Rule, an admin can reach out and give the member a warning.

Administration: Groups should always have more than one person in an admin role. This is to ensure that there is never a case where only one person has complete control of the group. Admin can appoint additional moderators to moderate content and approve new member requests. Admins should give the moderators the Terms of Reference to set expectations and make sure everyone is on the same page.

Contribute to @WorldScouting



Contact us at
socialmedia@scout.org
if you'd like to contribute content to our
channels or collaborate on a campaign or
content.



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