

# Social Media & Impartiality Policy

Last updated: 22:11 03/04/2026



## Introduction

This policy outlines the processes to be followed when managing ScoutSwap social media or other appropriate publicity medias. This includes expectations and behaviour, security and effective use of branding.

It also outlines the impartiality ScoutSwap must uphold, and the procedures to follow should this be broken.

## Scope

This policy applies to social media and publicity medias, such as:

- Instagram
- Facebook
- YouTube
- TikTok
- Discord

This policy does not cover volunteers' personal social media. Details on expectations around personal social media can be found in the volunteer guidelines.

## Expectations

ScoutSwap C.I.C. is committed to being an inclusive, fun, safe space for all our users, including our social media pages. We expect all content that is to be published on our pages to:

- Be age appropriate (13+), such as not containing any NSFW content.
- Not use swear words or harmful language. Implications of swear words are permitted, so long as it could not cause offense.
- Not use derogatory terms or slurs.
- Not contain any religious content passages, with the exception of posts celebrating religious events, such as (but not limited to) Christmas, Eid and Holi.
- Representative of all users.
- Not contain any misleading information.
- Not contain any political content.

## Political Content

Some major issues, such as LGBTQ+ rights, are often seen as political debates. At ScoutSwap, we believe in inclusivity and equal rights and opportunities for all, and will always advocate for those who are disadvantaged in society. Content promoting LGBTQ+ rights, or similar marginalised communities, is permitted.

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## Inappropriate Comments

If a post comment or private message is deemed inappropriate, please use the “hide comment” feature in the first instance. If not possible, delete the comment. Ensure to take a screenshot of the incident and forward this information on to management. Comments regarding ScoutSwap that are of a negative nature should not be removed. These should be handled maturely as feedback, not as an insult.

If the user continues this behaviour, please forward the situation to management, who will carry out appropriate action.

If you are unsure of how to handle a situation, please do not hesitate to contact your manager.

**Do not start debates or discussions in comments about negative comments.**

## Content Approval

It is required that all social media content is approved before release. This should be from at least **one** manager (of any level), who must have social media experience. *For example: you would not contact the admin team manager for approval.*

Please ensure you provide the caption for approval along with the accompanying image(s)/video(s).

## Security

ScoutSwap uses Meta Business Suite to manage Meta accounts, which provides volunteers’ personal accounts access to the ScoutSwap social media profiles. It is expected that volunteers maintain good account security (as outlined within the volunteer guidelines) and inform management immediately of any suspected account breaches.

ScoutSwap’s TikTok and YouTube are not protected in the same way. It is expected that any volunteers with the passwords keep these confidential, as per the volunteer agreement signed upon starting your role. Should you suspect a breach of the account, please inform management immediately.

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## Effective use of Branding

Branding is integral to the success of ScoutSwap, and as such should be followed as much as possible.

A copy of the brand guidelines is always available on our file hub or by contacting management.

Should you have **any** questions regarding ScoutSwap branding, please ensure to contact management.

## Impartiality

ScoutSwap is accessible to users from across the globe, all with varying beliefs, backgrounds and opportunities. As such, ScoutSwap must remain completely impartial on all political matters, such as wars or conflict. As members of Scouting, we are able to show sympathy and compassion to those affected, however we must absolutely not take a stance on any global situations.

## Review and Responsibility

This policy will be reviewed periodically to ensure it remains effective, legally compliant, and aligned with best practice governance for Community Interest Companies.

**Last review:** Apr 2026

**Next review:** Apr 2027

## Approval

Approved by the directors on 03/04/2026.

Joe Biondani  
Director

Oscar Grothusen  
Director