Directive for using Facebook & Social Media

12 JULY 2018

1. EXECUTIVE SUMMARY

To help you to appreciate the depth, scope and conclusions of this document a summation of the important points made in the Directive appears below.

1.1 The basis for all control of Social Media is to ensure that the safety of both adults and cadets is at the forefront of all online engagement. Despite all warnings broadcast about the potential dangers, far too many adults and cadets are still unaware of the threats. The new General Date Protection Regulations (GDPR) that have just come into force makes the safety and control of what we do more important and more tightly governed.

1.2 Any Closed Group administrator that intends to plough their own furrow, regardless of this Directive, will be asked to remove all members from it and close the group, following which the Battalion Social Moderators will form a new closed group under their control which everyone should migrate to.

1.3 Any closed group that acts as the face of Somerset Army Cadets, at any level, will now be under the direct control of Somerset Army Cadets and will NOT be ‘owned’ by the administrator, whether they started the group or took over the running from a previous incumbent, any more than they actually ‘own’ the platoon that they may be commandning.

1.4 The sole reason for administrative control cited by most administrators from within closed groups is for the control of membership. There is no requirement for any administrator to alter the header image or change any of the group’s other settings.
Remember - the header image is not primarily for the current members of the group, but to emphasise the corporate look and branding for a) potential members who are hunting for the ‘official’ group and b) for all those viewers who enjoy a wider perspective of social media, where branding and consistency is of vital importance.

1.5 It has been decided by the Battalion Social Moderators that administrative control of Closed Groups may be taken away from Detachments (See 6, below). By relieving Platoon Commanders, or other designated CFAVs, from the frankly onerous task of anything other than membership control, their time will be better spent on the important day-to-day tasks, such as information publication, that Facebook is ideally suited for.

1.6 Further information can be found in Annex A.

2. THE DIRECTIVE

2.1 The aim of this Directive is to ensure that the use of social media and the internet is carried out in a uniform manner and that security, safeguarding and professionalism is considered at all times. This Directive for adults and cadets from Somerset Army Cadets is based on the official guidance to Service and MOD civilian personnel making personal use of the internet, from bitter experience by other users, and applies to any engagement with any website, blog, photo or video channel, bulletin board or online forum, social network, wiki or multiplayer game and overrides all previous editions.

2.2 It is recognised that in recent years the nature of human interaction has changed and that a great deal of communication is carried out using social media sites such as Facebook. As a youth organisation, it is vital that we embrace this change and use the tools available to us to ensure we are using the most appropriate method of interacting with our audience. To this end, the use of Facebook and Twitter social networking sites is to be actively encouraged; however it is important that the guidelines are adhered to.

2.3 It is important that all adults and cadets in Somerset Army Cadets understand their obligations to the organisation, and to each other, regardless of the chosen communication method.

2.4 This information is particularly relevant to members of Somerset Army Cadets who maintain any online presence in any form. Those who contribute to online forums or comment on social networks, or those who use blogging sites such as Twitter, or content sharing sites such as YouTube should be aware that they may be easily identified by colleagues, senior officers, cadets and parents and that their opinions may be republished by others as having come directly from Somerset Army Cadets or from Army Cadets.

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3. **ADULT VOLUNTEERS WILL**

3.1 Adhere to the same high standards of conduct and behaviour online as they would in any other aspect of their professional or personal lives.

3.2 At all times, remember the core values of Integrity, Respect for Others, Loyalty and Duty of Care and take extra care not to breach these core values whilst on-line.

3.3 Be aware of the dangers to yourself and others in sharing information online. Always maintain personal, information and operational security. It is essential that all adults follow the security directive below and seek advice from their chain of command, CEO or the Public Relations Team if in any doubt.

3.4 Be allowed to identify yourself as a serving member of Somerset Army Cadets, for example in a user profile or photograph. This can include stating your appointment (such as Cadet Force Adult Volunteer or Platoon Commander) within Somerset Army Cadets, subject to the Security Directive below.

3.5 Ensure that the adult/cadet relationship is kept professional. While you may be linked to cadets via a shared Group or Facebook Page, you should take care not to have access to any cadet’s personal profiles. It is important that any Platoons or training activities which have been set up as Facebook ‘profiles’ should therefore be closed immediately, and transferred to a Facebook ‘Closed Group’.

3.6 Seek authorisation before publishing any wider information relating to Somerset Army Cadets which reflects on wider Defence and Somerset Army Cadets activity, attempts to speak, or could be interpreted as speaking on behalf of Somerset Army Cadets or the MOD, or relates to classified, controversial or political matters.

3.7 Think about your personal and professional reputation. Don’t publish anything you wouldn’t be happy for the Commandant, fellow CFAVs, parents or your children to see.

4. **ADULT VOLUNTEERS WILL NOT**

4.1 Publish information or photographs about third parties (including other adults and cadets serving with Somerset Army Cadets) without their permission.

4.2 Publish photographs, videos or make comments that depict actions that could bring the Army Cadets into disrepute or which could be misconstrued in any way - typically the misuse of weapons during shooting or fieldcraft.

4.3 Publish photographs that are not your Copyright - that is, ones that you have NOT taken yourself or do not have permission to publish. It is against the law, contrary to the
Copyright, Designs & Patents Act 1988 and subsequent updates.

4.4 Make, condone or add to any comment regarding the Army Cadets, or any adult or cadet that is derogatory, inflammatory or may cause offence.

4.5 Publish information about forthcoming events that make reference to ranges, weapons or ammunition - be security conscious at all times.

4.6 Need to seek clearance to publish material not connected with Somerset Army Cadets, for example material relating to your personal hobbies, interests, families and employment; however you should be mindful that all information can be seen by others and that they will make judgements on you and your professionalism based on this information.

5. CADETS WILL NOT

5.1 Publish information or photographs about third parties (including other adults and cadets serving with Somerset Army Cadets) without their permission.

5.2 Publish photographs, videos or make comments that depict actions that could bring the Army Cadets into disrepute or which could be misconstrued in any way - typically the misuse of weapons during shooting or fieldcraft.

5.3 Publish photographs that are not your Copyright - that is, ones that you have NOT taken yourself or do not have permission to publish. It is against the law, contrary to the Copyright, Designs & Patents Act 1988 and subsequent updates.

5.4 Make, condone or add to any comment regarding the Army Cadets, or any adult or cadet that is derogatory, inflammatory or may cause offence.

5.5 Publish information about forthcoming events that make reference to ranges, weapons or ammunition - be security conscious at all times.

5.6 Invite Adult Volunteers (CFAVs) to become their ‘Friends’ on Facebook or other social media. Do not be offended when your well meaning request is refused.

6. ALL MEMBERS OF THE COUNTY (ADULTS & CADETS)

6.1 Whilst you are not prohibited from expressing views (for example, on a bulletin board, joining a campaign or signing a petition) you should avoid being drawn into making attributable comments on controversial matters and ensure that these views do not breach any of these guidelines.

When taking part in a campaign you should not use your rank (i.e. use Mr Smith not SMI Smith) as this could be taken by other readers as official endorsement.

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If you wish to start a poll, petition or other campaign which relates to Defence or Army Cadets matters, you must seek permission first.

6.2 Adults are not prohibited from editing Wikis if you have useful information to contribute, but you should avoid attempting to edit material relating to Defence or Army Cadets matters unless authorised. You should not claim to make any edits or additions in your capacity as a member of Somerset Army Cadets.

6.3 An adult can act anonymously or pseudonymously in a personal capacity where appropriate but must (a) still follow this directive (b) be aware that very few things on the internet are genuinely anonymous and most can be traced, potentially by someone hostile, and (c) understand that Service, MOD and other authorities will pursue serious breaches of the rules, regardless of whether the person intended to publish anonymously.

6.4 Where an adult or cadet is a personal member of a social network media site such as Facebook, MySpace, Bebo etc they are strongly advised to make their site private where possible.

6.5 Where an adult is a personal member of a social media site such as Facebook, YouTube, Twitter, Bebo, MySpace etc they must NOT allow or invite cadets to become ‘friends’ as this could be misconstrued and lead to possible allegations of inappropriate behaviour.

6.6 Must be very aware of allowing cadets to use their own cameras, be it on a mobile phone or other device. Where possible, and particularly when using weapons, you should ban the use of these devices as unsuitable photographs may be taken and uploaded. There is an increasingly strong argument for letting the PR Team photographers do that job, or failing that, responsible CFAVs.

6.7 A Platoon, Company, or an authorised Somerset Army Cadets activity, such as Shooting, Ten Tors, Silver Bugles, Cosford or Signals for example must ONLY operate a SINGLE Facebook Closed Group. Use of OPEN Facebook Pages is prohibited for all but the main Official County Page. The Battalion Social Moderators and a single Platoon CFAV from Somerset Army Cadets are to be the only administrators. In the event that a Platoon or activity has been set up as a person or page, you must delete this, change it to a Facebook Closed Group, and authorise the Battalion Social Moderators as administrators. This is to ensure consistency and importantly to prevent adults from having access to a cadet’s personal profile. If you wish to create a new Closed Group you should ask the Battalion Social Moderators to create and set it up for you, allowing security aspects to be set up correctly as well as having the correct corporate branding applied.

Because of the safeguarding risks and the added pressure on Closed Group administrators that running a Closed Group creates, there is no requirement for more than one CFAV within a Closed Group to be an administrator. The only administrative role that intra-Platoon Administrators should undertake is that of membership management - the authorising of
new members and the culling of those who have left. The branded header images are only
used to attract new members and to present a cohesive, professional look to all of
Somerset Army Cadets’ Facebook groups and will be maintained by the Battalion Social
Moderators, rather than by well-meaning but technically inadequate CFAVs, unaware of the
need for a corporate look.

6.8 Any Somerset Army Cadets Company/Platoon/Activity Facebook Group must
adhere to the following principles:

6.8.1 The site should be run as an information portal and communications forum for
adult instructors, parents, cadets and other interested parties. It should not be used as a
marketing tool for the Platoon - that is the job of the ‘outward facing’ Somerset page and
our national web site (https://armycadets.com/somersetacf/).

6.8.2 There is no restriction on who can view the Group, however the administrator must
remain vigilant of who has requested access and only allow those with a legitimate
requirement to become a member - typically only CFAVs, current cadets and their parents/
guardians.

6.8.3 The Group should be a CLOSED Group but not a SECRET Group. This means that all
Facebook users can see that the group exists and who is a member, but they cannot see
the content unless they become a member. All requests for membership must be made via
the administrator.

6.8.4 Requests to join/view a group should be made via the site administrator and only
those known to the administrator should be allowed access, following their prospective
member’s answers that are now part of the preliminary process of applying for membership
of all closed groups. Where the parents/guardians of a cadet wish to join, the final arbiter in
the administrator’s decision should be the cadet in question.

6.8.5 All sites will be regularly monitored in order that any inappropriate content can be
removed as quickly as possible by the Battalion Social Moderators who have full and
immediate access.

6.8.6 Whilst anyone in the Closed Group should be allowed to publish their photographs,
the site administrators reserve the right to immediately remove any images that are
deemed to be inappropriate, for whatever reason.

6.8.7 Photograph settings should NOT allow for anyone to tag themselves or others.

6.8.8 Any tags which are subsequently added in comments fields WILL be removed as
quickly as possible by administrative staff.

6.8.9 You may issue reminders about forthcoming activities, but you should not include

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specific details about transport of cadets unless absolutely necessary. Mention of the transport/storage of weapons is forbidden.

6.8.10 Remember that although you are not interacting with cadets in a personal capacity, they will always be able to see personal information such as your Avatar and name. Ensure that these depict an appropriate image and that access to your personal profile is locked to prevent cadets viewing your personal information.

6.9 Company/Platoon/Activity websites are no longer allowed. The County website, a micro-site within the national Army Cadets web site (armycadets.com/somersetacf/), is regularly maintained and is now the ONLY authorised site. Anyone who wishes to request a change to the site or has information for publication should provide this to the PR Team. Anyone who is running an unauthorised website, or is aware of another unauthorised website should immediately inform the Battalion Social Moderators.

6.10 Information provided to third parties - such as community noticeboards for their websites - should be as generic as possible to avoid it going out of date when a Platoon contact moves on. Platoon commanders should regularly check the internet to determine if any incorrect information is in the public domain which could mislead or frustrate a member of the public seeking information. This is particularly important with regard to platoon’s postal addresses.

6.11 If you are still operating any online site, including platoon Facebook groups or web albums, for or on behalf of Somerset Army Cadets then these are NOT to be personal sites of yours but sites that belong to Somerset Army Cadets. This is important for copyright reasons and also for security. Full details of the site or online album is to be given to the Battalion Social Moderators with username and password.

6.12 If unsure, always seek advice from the Battalion Social Moderators, the PR Team or your Company Commander before going ahead.

7. THE THREAT TO YOUR INFORMATION

7.1 Below are the main categories of information that could be at risk, the hostile groups that might seek this information and the potential consequences if this information is compromised.

7.2 Personal Information is always at a premium in the criminal and espionage world and by paedophiles targeting young people. Items of information which can be used to take advantage of you and your family can include:

Full Name
Date and Place of Birth
Full Home Address
Family Details (Names of wife/husband/partner/children/schools/clubs)
Telephone Numbers
National Insurance Number
Passport Details
Membership of clubs or organisations

Information such as this may also enable undesirables to target you or your family. You should protect this information from open publication.

7.3 It is possible to give away information about yourself unintentionally through the linkages you make with other people. For example, by looking at your friends on a social networking site it would be fairly easy for a stranger to work out roughly where you live and your approximate age – even if you have not volunteered any of this information yourself. This makes it even more important to safeguard the exact details of your personal information described above.

7.4 Account details. Criminal groups may also try to gain access to online, telephone or other accounts using your account details. This includes information such as:

Account Numbers
Logins / User IDs
Passwords
PIN Numbers
Memorable Phrases
Security Questions

Information such as this could be used for criminal activity or blackmail. Do not give out this information to third parties.

7.5 Details about your work. Hostile intelligence services or terrorist organisations may seek details about your work or your Platoon. This may include, but is not limited to:
If your Platoon holds weapons
Your personal or work telephone number
Rank and Service Number
Position/Role in Somerset Army Cadets

Information such as this could enable your Platoon to be targeted.

8. PROFILES

8.1 Everyone will require a Facebook profile to allow them to use Facebook. If you are already making posts to a group, you will know that you cannot do so anonymously and
therefore the cadets and parents will see your details.

8.2 The Battalion Social Moderators understand that not everyone is comfortable in sharing their first name and profile photograph with cadets, and therefore you can, if you wish to, set up a profile with the name ‘Platoon Commander’ or with the Platoon name - for example ‘Burnham & Highbridge Platoon’. If you wish to do this, please let the PR Team know the account name and password. You should NEVER allow a cadet to be a friend of this profile and where they make an approach or friend request, it should be immediately declined. It is good practice to ensure that more than one person has access to this profile, so that there is an additional level of protection in the event of an allegation of inappropriate behaviour.

8.3 You may use this profile to post to your group and avoid the cadets seeing any more of your details, however please remember that it is not difficult for a cadet to find out who you are, and they could easily find your personal profile on Facebook. Due to this, it is very good practice to ensure that your profile is locked down so that only your friends can see personal details, photos and updates. Your profile photo and name should present an appropriate image, and any comments or photographs you share on the page should be in keeping with this Directive and the Values and Standards of the Army Cadets to which we are all bound.

9. CONCLUSION

That is all. Generally speaking, your personal opinion (unless directly related to an Army Cadets matter) has no place on any of the Army Cadets Facebook Groups. Keep your opinions, your views, your jokes, your beliefs, your funny photographs and your most importantly your complete personal world out of those groups. That way you will remain safe, your integrity will remain intact and your cadets and their parents/guardians will respect you more.

Group administrators are there for a good reason, so if you wish to post something that doesn’t immediately fall into an approved category, or you have to stop before you post and ask yourself, “Should I post this?”, ask the Battalion Social Moderators for their advice. That way you have ‘top cover’ approval, taking the responsibility firmly out of your hands and the weight off your shoulders.

Please do not hesitate to contact the Battalion Social Moderators should you have any questions, queries or concerns regarding this Directive. This information is aimed at giving you, your staff and cadets the confidence to use the tools available to them and is not a ‘stick to beat you with’ and all advice is based on the official MoD policy as well as additional guidance from Support Command (Cadet Branch), the ACFA Marketing Team and the national Army Cadets PR Training Team.
That the contents of this Directive will change is inevitable, given the evolution of the internet and social media. New and better ways of managing on-line content are constantly being discovered and developed, so it is important for you to regularly check to see that you are following the very latest Directive.

Signed

PN Bates OBE
Colonel
Commandant
Somerset Cadet Bn (The Rifles) ACF

Contact details for the Battalion Social Moderators are as follows:

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SEE ANNEX A >
SUPPLEMENTARY INFORMATION ABOUT FACEBOOK

10 PAGES

10.1 Somerset Army Cadets has only ONE official Facebook Page:


10.2 Although there is some element of control, it is not possible to ‘manage’ in detail the membership of a Facebook Page - nor would we wish to. Any member of the public can become a ‘fan’ and receive our updates in their timeline (although the PR Team can block anyone if needed). This is our outward facing Facebook presence and is aimed at providing ‘corporate’ information about who we are and what we do to the wider world. Although we do use it to communicate with our cadets and parents, and share information about forthcoming events, it primarily exists for PR and ‘public face’ reasons as a marketing tool. It should be used for positive communications and is NOT the right forum for you, or other visitors to air your grievances.

10.3 It is therefore not appropriate, nor allowed, to use a Page for a Platoon or training group. The day-to-day chatter associated with administering a Platoon is vitally important - but only to the cadets, parents and adult staff who are directly involved in the unit.

10.4 A member of the public who searches for your Platoon on Facebook and finds a page which is sparse and infrequently updated with information such as, “don’t forget tonight we are closed” or “please bring your money for annual camp” or even an update from a camp a couple of months ago may get the wrong first impression about how dynamic and exciting the organisation really is.

11 CLOSED GROUPS

11.1 Platoon and training teams should only use the GROUP functionality. GROUPS must be CLOSED but NOT SECRET and there are sound safeguarding reasons for this.

11.2 A Closed Group allows you to discuss day-to-day matters with members only. The updates do not appear in a newsfeed, but notifications can be set up and where there is an update or comment made, an icon will appear in a member’s newsfeed.

11.3 A Secret Group cannot be found in a Facebook search and therefore it is impossible
for new parents and/or cadets to be aware that it exists. This could cause allegations where people feel excluded and possibly even ‘bullied’. At its most basic level, a Secret Group could be open to abuse as it provides a ‘private’ area for adults to communicate with each other or with cadets. Clearly this is not appropriate and we must protect both cadets and adults.

11.4 A Closed Group can be searched for. Anyone in Facebook can see that the group exists, that it has a corporate ‘branded’ header image, and who is a member of that group. It will be set up so that parents, cadets and other Somerset Army Cadets adults can apply to become members, and their membership should be approved by an administrator. Once cadets leave either the Army Cadets or perhaps change Platoons, they and their parents/guardians must also be removed from the Facebook Closed Group and they must apply to join the new one if transferring.

11.5 Similarly, when CFAVs leave, administrators will remove them from the Closed Group unless they have a particular need to remain associated. Supporters of the Platoon, such as local Royal British Legion members for example, may also become members of Closed Groups at the administrator’s discretion.

11.6 As a Closed Group, the exact discussion matters cannot be seen by the public, unless they are approved as members. Despite this, you should take care not to discuss sensitive matters, or provide details about weapons, ranges, or anything which could be used by a rogue member to groom or approach one of our cadets. Hiding the discussions is not for security reasons, rather more to disguise the dull daily ‘nitty-gritty’ which is associated with most Platoon communications.

11.7 The PR Team will also ensure that appropriate header images with the correct corporate branding and image quality are used. It is important to remember that for those outside the Group looking in, readily identifiable corporate branding is essential. ONLY authorised, correctly branded header images will be used by Closed Groups. If members of a platoon Closed Group wish for their own images to be used in this fashion they MUST be sent to the PR Team who will add the correct artwork to them and upload them to the Group.

11.8 It is important to recognise that a Closed Group DOES NOT allow you to post anonymously (for example, when the Battalion Social Moderators post on the Somerset Army Cadets Page, they do so as ‘Somerset Army Cadet Force’ whereas an update on a group will show their full names).

12 SUPPLEMENTARY INFORMATION ABOUT APPLICATIONS

12.1 In the light of recent developments and problems, ONLY Facebook and Twitter may be used by those acting in either the county PR role or those acting as Company or Platoon-level PR Representatives. Certain applications (Apps), such as Snapchat, are banned.
12.2 Clearly a ban on using any unapproved apps at a personal level cannot be enforced, but because of security and safeguarding threats they are **NOT** to be used for the official dissemination of information.

12.3 It is essential that a full paper trail by users should be maintained should evidence be required at a later date.

**13 SUPPLEMENTARY INFORMATION - Sexting**

**WHAT IS SEXTING?**

When people talk about sexting, they usually mean sending or receiving:

13.1 images of naked people or 'nudes'

13.2 underwear shots

13.3 sexual or ‘dirty’ pictures

13.4 rude text messages or videos

13.5 They can be sent to or from a friend, boyfriend, girlfriend or someone that you’ve met online.

13.6 Sexting can easily happen. Things can go wrong - even if you didn’t mean them to.

*From Childline web site*

**WHAT THE LAW SAYS**

13.7 Sexting can be seen as harmless, but creating or sharing explicit images of a child is **ILLEGAL**, even if the person doing it is a child. A young person is breaking the law if they: take an explicit photo or video of themselves or a friend

13.8 share an explicit image or video of a child, even if it’s shared between children of the same age

13.9 possess, download or store an explicit image or video of a child, even if the child gave their permission for it to be created.

13.10 As of January 2016 in England and Wales, if a young person is found creating or sharing images, the police can choose to record that a crime has been committed but that taking formal action isn’t in the public interest.
13.11 Crimes recorded in this way are unlikely to appear on future records or checks, unless the young person has been involved in other similar activities which may indicate that they are a risk. Find out more about legislation on child abuse images.

WHY DO YOUNG PEOPLE SEXT?

13.12 There are many reasons why a young person may want to send an image or video of a naked or semi-naked person or a text message of a sexual nature to someone else:

13.13 joining in because they think that ‘everyone is doing it’
13.14 boosting their self-esteem
13.15 flirting with others and testing their sexual identity
13.16 exploring their sexual feelings
13.17 to get attention and connect with new people on social media
13.18 they may find it difficult to say NO if somebody asks them for an explicit image, especially if the person asking is persistent.

From NSPCC web site

14 CYBER-BULLYING

14.1 Cadets have been discovered using an Instagram account to cyber-bully another cadet.

14.2 This is not only contrary to the Values and Standards of Army Cadets but is also illegal - it is against the law.

14.3 Any such activity may result in not only expulsion from Army Cadets but investigation by the police and possible legal action. If any cadet or CFAV feels that they have been the victim of cyber-bullying please report it to your Company Commander immediately.