

Digital Media Policy

Durham Scouts
Version 1.6
January 2026

About this document

This Digital Media Policy outlines the guidelines and procedures that all members, volunteers, and participants of Durham Scout County must adhere to when capturing, sharing, and using photographs and videos in any scouting-related activities and events. The policy aims to ensure the safety, privacy, and respect of all individuals involved while promoting the positive use of photographs to celebrate and promote the scouting experience.

The purpose of this policy is to:

- a) Protect the safety and privacy of all members and participants in Durham Scout County.
- b) Ensure compliance with data protection laws, safeguarding guidelines and recommendations from The Scout Association.
- c) Control the use and distribution of photographs and videos taken during scouting activities.
- d) Encourage the responsible and positive use of photographs and videos for promotional purposes.

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Document Versions

Version	Date	Person	Notes
DRAFT V1	November 2023	Jamie Ion (Comms)	Creation of new Digital Media Policy. Brings together photograph, video and social media policies into one document. Changes to procedures based on 2023 lessons.
DRAFT V1.1	April 2024	Hilary Stubbs (Chair)	Change to contact titles, minor changes to wording throughout the document. More guidance on managing situations when consent isn't given.
DRAFT V1.2	April 2024	Jamie Ion (Comms)	Inclusion of updated Durham Scouts medical form in appendix.
DRAFT V1.3	May 2024	Sheila Gibbon (Safeguarding Advisor)	Slight tweaks to wording after proof checking. No changes to logic. Inclusion of additional key contacts.,
V1.4	December 2024	Jamie Ion (Comms)	Updates to medical forms. Final revisions.
V1.5	July 2025	Jamie Ion (Comms)	Slight wording tweaks
V1.6	January 2026	Jamie Ion (Comms)	Changes to key contacts

Key Contacts

Role	Name	Contact
County Lead Volunteer	Greg Piskosz	Greg.piskosz@durhamscouts.org.uk
Chair, County Trustee Board	Hilary Stubbs	Hilary.Stubbs@durhamscouts.org.uk
County Communications Manager	Jamie Ion	Jamie.Ion@durhamscouts.org.uk
County Digital Manager	Mark Ireland / David Quinn	digital@durhamscouts.org.uk
County Safeguarding Advisor	Sheila Gibbon	Sheila.Gibbon@durhamscouts.org.uk

Consent & Event Permissions

When a member attends a Durham Scout Event (either at Moor House Adventure Centre or a third party location), they will be asked to give consent or withhold consent either on a physical or digital consent form. These forms must be returned prior to the start of the event. The information from the forms will then be stored in either physical or digital form in line with our data protection policy.

This consent will be obtained from either the member themselves (if over the age of 18) or from their parent / guardian (if under the age of 18).

Durham Scout County have no control over the publication of photos and videos taken by other members of the County or the public and as such this consent only applies to the publication of assets by Durham Scout County.

Withdrawal of Consent

Should circumstances change, Individuals or their parent / guardian have the right to withdraw their consent. In such cases, all efforts will be made to remove any assets on public platforms containing the subject.

External Media Consent

If media captured is going to be used outside of the county, then we will seek specific consent for sharing of this media through a 'Model Release Form'. This is when media will be used but not limited to the following circumstances;

- Local Newspapers / Magazines
- Local TV / Radio outlets
- Advertising / Promotional
- Other external media coverage

When members of the press are present at an event, they will be accompanied at all times by a member of the event or activity staff/leader team.

Guidelines

Safeguarding

All photographs, videos and digital media will follow the latest County's Safeguarding policy in place at the time of publication.

All assets taken and published during our activities will be appropriate, respectful and aligned with the values of Scouting. We'll avoid capturing or using images that could be considered offensive, inappropriate or compromising.

In line with our values, all media will refrain from capturing or sharing photographs that reveal personal information or sensitive details. This includes releasing full names with single photos. Individual first names may be used in group photos but is highly discouraged.

Consent Withdrawn

If consent has not been granted for a member, then there is a need for them to be identified and made known to members of the county team, event management team and Communications team. During the signup phase, it asks for the parent / guardian to send an email to the Communications team for this purpose. This must be done 1 week prior to any County Event.

Young People should also never need to be consciously made to feel excluded. This could take place in several different means depending on the size of the event and is not limited to.

- Confirm with the parent /guardian that the young person is aware of the consent decisions
- Don't take photographs of an entire group and exclude one person, take photographs in smaller groups so that attention isn't drawn to the young person who cannot be in photographs
- Consider splitting the activity group into two and the photographer can photograph the group where everyone has given consent across all activities.
- The wearing of a hi-vis neckerchief at all times to make them more visible and avoidable.
- Providing a photo (ideally taken on each morning of an event) showing their look and clothes choice

Use of Drones

Drones can only be used and operated by members of the County Team, Event Management Team or Communications Team. When in use, they will be operated in line with our Operating Policy and Risk Assessments.

Storing of Media

All media taken by our teams will be stored securely in line with our data protection policies. All 'finished' media include photos and videos will be securely stored on our County Media Sharepoint site. This is protected by usernames and passwords, with only members of the county team having access and are organised by year and event.

Consent Form Wording

During Durham Scout events and activities, members of our Communications team, other members of the Scout Association and members of the public may be taking still and moving pictures which may include ones in which individuals are identifiable.

Pictures used by Durham Scout County outside of the event/activity will only be used in accordance with Scout Association guidelines. Pictures taken by our Communications team may be used during and after the event/activity in Durham Scout or the Scout Association publications, and in local newspapers, on websites or in other media channels. Local newspapers and TV stations may also attend events/activities to provide external media coverage and members of the press will be accompanied at all times by a member of the event or activity staff/leader team.

We will seek your specific permission if we wish to use your/your child's picture in any promotional or advertising material.

Anyone attending any Durham Scout County event or activity or giving permission for their child/ward to attend an event or activity should note that attendance at the event or activity signifies their consent for pictures of themselves/their child to be used in line with the above policy.

If you have specific concerns in this regard, please contact the Communications team at least 1 week prior to the event by emailing communications@durhamscouts.org.uk.

We cannot be responsible and have no control for any photographs or videos taken by persons outside the Events Team and the County Communications Team.

Good Practice Recommendations

Scout Groups and Districts are encouraged to draw up and adopt their own Digital Management Policy. This can use this document for guidance and best practice.

Notes to Policy

Publication Locations

When we do capture photo or video, they could be published to a number of locations.

- Durham Scouts Website (durhamscouts.org.uk)
- Durham Scouts Flickr Gallery – an archive of photos
- Durham Scouts YouTube Channel – an archive of videos
- Durham Scouts Facebook, Instagram, X (formerly Twitter) pages and groups
- Durham Scouts Event specific Facebook, Instagram and X (formerly Twitter) channels
- Durham Scouts Sharepoint – internal to county team, exec – archive of all photos and videos

Reporting Concerns

There are two routes to reporting concerns depending upon the nature of the concern.

- **Safeguarding** – Any concerns around Safeguarding must be reported directly to HQ as well as being brought to the attention of the event leader and/or County Lead Volunteer.
- **Locally** – During one of our events, it's best to report any concerns to the event leader, County Lead Volunteer or Communications Manager.

Policy Review

This policy will be reviewed on an annual basis, or when required due to operational changes at a local or national level.