

NWSC Unit Web Site Guidelines

The Northwest Suburban Council strongly supports the development of Unit Web sites to promote Scouting and provide timely information.

As of March 1, 2010, **FREE** web sites are available to units via the NWSC's approved web hosting provider on the new Scouting web server. These sites allow greater capacity for the display of pictures and information. (Please visit <http://units.nwsc.org> if you wish to launch your NWSC-approved unit web site.)

While the NWSC heartily embraces the use of unit web sites, it is critically important that we all follow basic guidelines in keeping with the goals and policies of Scouting. Our guidelines focus on three areas that are key in Scouting web use nationwide.

- Protection of personal information
Privacy of our youth members and adult volunteers is paramount
- Copyright Rules
The use of music, photos, and videos produced by others may constitute copyright infringement, and should be avoided
- Commercialism
Ads are not allowed on the council or unit web sites, nor are fund-raising activities. Doing so could damage the Scouting brand, and runs counter to by-laws and charter agreements.

With those key points in mind, here are more specific guidelines for NWSC Unit Web use as patterned after national Scouting guidelines. Please familiarize yourself with these rules and follow them for everyone's benefit.

1. The content of the unit site must be appropriate to the Scouting movement. All documents, illustrations, photographs and linked material must conform to the principles, policies and traditions of the Boy Scouts of America, the Northwest Suburban Council and the unit's chartered partner.
2. The unit site cannot link to any sites that contain material that is not appropriate to the Scouting movement.
3. The unit site cannot contain any advertisements or commercial endorsements. Unit or group sponsors are allowed to be listed on the unit or group's webpage as they officially endorse that unit or group.
4. Unit sites cannot engage in fund-raising except as directly approved by, and under the supervision of the Northwest Suburban Council.
5. All copyrighted materials, trademarked materials and other intellectual property, other than those developed by the NWSC and the BSA, are strictly prohibited.
6. Last names of youth members shall not be published on the web as a general practice. There are, however, exceptions to that rule including the publication of names of boys achieving the rank of Eagle Scout, and other occasions as identified and approved by the Scout Executive. Names and information about any adult shall be published only with the approval of that individual.

7. Pictures of youth may appear on the web as long as no last name or other personal information is associated with the picture.
8. Under no circumstances shall the address or personal phone number of any youth be published on the internet. Phone numbers of adult members may only be published with permission.
9. E-mail addresses may be published, with the permission of the holder, if worthwhile benefit to the program would be achieved.
10. Units and groups that wish to have a website shall use the free space provided and no others. This is a requirement to be linked to [nwsc.org](http://www.nwsc.org). Units and groups should no longer use external free website hosts since they violate endorsement policies due to the abundance of advertisements that either pop up or directly embedded on the page.
11. No member shall publish information covered under these rules or present himself or herself as an approved program or unit site of Council or display the web site logo without Council approval through the Council Internet Subcommittee.
12. While useful information about Council programs and divisions may appear on many web sites, only one web site will be recognized as the official web site for that program or unit.
13. The Council Internet Subcommittee shall develop an application procedure for members wishing to operate Council approved sites.
14. All linked units and groups must have a registered adult advisor for their Web Page and all material must be approved by the advisor prior to placing it on a Web Page.
15. The home page for the approved program or unit will contain a hyperlink to the Northwest Suburban Council home page (<http://www.nwsc.org>) prominently displayed. There is only one official NWSC home page. All approved web pages must clearly identify the unit that it represents and a contact person with e-mail address for comments.
16. These guidelines must be followed for the unit (group) [i.e. pack, troop, post, and district] to have a link established from the Northwest Suburban Council's Web Page to the unit's home page.
17. Council approved status may be withdrawn by the Council Internet Subcommittee without notice for failure to comply with these rules.
18. The Internet Subcommittee, like other Council Committees, provides general oversight of this program. Members operating internet sites are responsible for their content. The Council shall not be held liable for the contents of any web site whether or not such web site has obtained Council approved status.