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World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

**CHAMA CHA SKAUTI
TANZANIA**

**TANZANIA SCOUTS
ASSOCIATION**

Mlezi: RAIS WA JAMHURI YA MUUNGANO WA TANZANIA
Patron: THE PRESIDENT OF THE UNITED REPUBLIC OF TANZANIA

SOCIAL MEDIA CODE OF CONDUCT

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PREAMBLE

In its very first session in 1946, before any human rights declarations or treaties had been adopted, the United Nations General Assembly (UNGA) adopted resolution stating: “Freedom of information is a fundamental human right and ... the touchstone of all the freedoms to which the United Nations is consecrated.”

The Universal Declaration of Human Rights, 1948 provided a more acceptable meaning of the freedom of expression. Article 19 of the Universal Declaration of Human Rights (UNGA, Resolution 59(1) of 1946) says; “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and through **any media** and regardless of frontiers”.

In addition, the constitution of United Republic of Tanzania, 1977 as amended (14th amendment of the Constitution, vide Act of Parliament No 1 of 2005) comments on freedom of expression: Every person:

- a) has a freedom of opinion and expression of his ideas;
- b) has a right to seek, receive and, or disseminate information regardless of national boundaries;
- c) has the freedom to communicate and a freedom with protection from interference from his communication; and
- d) has a right to be informed at all times of various important events of life and activities of the people and also of issues of importance to the society

The right to freedom of expression and opinions; the right to seek, receive and impart information and ideas; are restricted in certain circumstances. Some of the limitations are related to protection of other rights and reputations of others or protection of national security, public order, public health or morals.

1.0 Purpose

In the past few years, social media has become an important and integral part for communication and information sharing. Social media are dynamic, fluid and increasingly powerful in their ability to capture community sentiments and shape conversations we have with each other. With this comes a degree of ambiguity as to what constitutes ethical behavior when participating in social media in a personal or institutional capacity.

As a high profile organization built on Scout Promise and Law, we must continue to uphold high ethical standards we have established as part of our Volunteers Code of Conduct. Respect, integrity, transparency and honesty are at the heart of what we stand for. They are key to our members' future success in leaving under the Scout Promise and Law and becoming role models in communities and the Nation at large.

This Social Media Code of Conduct aims to provide specific guidance on best practices and behavior when working and operating within social media. The Code provides guidelines for social media undertaken for the purpose of personal or organizational use.

The Code of Conduct represents our current efforts to provide clear guidance in the evolving media channels and in our aspirations to respond effectively to the demands of the GSAT and to create boundaries to protect the integrity of the TSA.

2.0 Social Media

In the TSA's context, Social media would include websites and other online means of communication that are used by small and large groups of people to share information and to develop social and professional contacts. Such media would include inter alia:

- 1) Multimedia, video sharing, photo sharing and the like
- 2) Social network sites such as WhatsApp, face book, LinkedIn and the like
- 3) Blog and Micro blogs such as tweeter
- 4) Wikis
- 5) Websites
- 6) Comment areas on Websites

3.0 Executive Leadership

The Executive leadership of the TSA shall, efficiently and effectively execute this code of conduct. All authorized administrators of social media shall as a condition include the TSA executive for closer monitoring and making clarifications of all issues that need the TSA response.

4.0 Members Responsibilities

All the TSA members, uniformed and non-uniformed shall act responsibly and adhere to the Laws of the United Republic of Tanzania and the Policy Organization and Rules (POR) of the TSA

All the TSA members, who have been invited into any social media group and had accepted should strictly ensure the following:

1) Private vs Public

Despite the existence of privacy options as one of the human rights, many items published in social media are publicly accessible and can be difficult to guarantee that sites are fully private. As such, the TSA assumes anything posted in social media both written in text, pictures or audio/video clips can be read by anyone, anywhere, at any time and given that, the internet has a long memory. Therefore, group members shall always exercise good judgment when posting and be aware that inappropriate conduct can negatively affect the TSA, members, stakeholders and yourself. Always ask yourself:

“Would my leaders, fellow members or TSA stakeholders be happy to see this content published?”

2) Transparency

If you are commenting on personal capacity about anything pertaining to the TSA or its members or brands or the TSA stakeholders we work with, you should be open and transparent about what you talk about, who you represent or who you may be speaking on behalf. Not revealing your identity could attract negative accusations that you are engaging in covert issues, which would not be favorable for the health of the TSA or a fellow member. Such covert issues could also more seriously be misleading or deceptive or likely to mislead or deceive, while the Scout Law demands a Scout to be Trustworthy, loyal also to be useful and to help others and not to engage in misleading representations, including false testimonials and false claims to the association. Be upfront that the views being expressed are personal and positive.

3) Accuracy

All posts by group members in the social media, should be accurate and fact-checked and capable of substantiation. If you do make a mistake, ensure you correct it promptly. It is important to reference the earlier comment because even if the erroneous comment has been deleted, someone may have saved it as an image or other format to use as evidence. Always ensure that any criticism is backed up with solid evidence.

4) Fellowship

Always act in a fellowship and constructive manner and use sound judgment before posting anything in any social media group you belong. Always be polite and respectful of individuals' opinions, especially when discussions become heated. Show proper consideration for other people's privacy.

5) Fair and Respectful

Never post malicious, misleading or unfair content about the TSA, fellow members, competitors or other TSA stakeholders. Do not post content that is obscene, defamatory, threatening or discriminatory to anyone. Do not post comments that you would not say directly to another person and consider how other people might react before you post. If you respond to published comments that you may consider unfair always be accurate and professional be constructive and respectful.

6) Respect to Intellectual Property

Respect other people's intellectual property including trademarked names and slogans and copyrighted material. It is best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it is better to err on the side of caution and not post the content.

7) Confidentiality

Dispose only reference information that is publicly available. Do not disclose any information that is confidential or proprietary to the TSA, its members, its stakeholders

or any third party that has confidentially disclosed information to you. Examples of confidential information would include what has been discussed in constitutional committee meetings which a group member may be a member of such committees, plan forecasts, strategic plans, competition secrets or any legal information. Do not cite, post or reference members, partners or suppliers without approval from the Executive Commissioner of the TSA.

8) Be Careful

Do not use you're the TSA's, partners or a third party's logos, trademarks or materials on your website/blog or in a post unless it has been cleared for public use or been otherwise approved by the relevant authorities in the TSA.

5.0 Code of Conduct

No group member of any social media shall use prohibited statements or materials in the media. Prohibited Statements and Materials would include:

- 1) Material that infringes the copyright of another person (plagiarism, or passing off other people's material as your own) or copyright material not referenced or acknowledged.
- 2) Unauthorized posting of personal information (names, address, phone number, email etc.) of other users
- 3) Material that contains vulgar, obscene or indecent language or images such as pornography
- 4) Material, which defames abuses or threatens others
- 5) Statements that are bigoted, hateful or racially offensive
- 6) If we disagree with other opinions, we will do so respectfully
- 7) We will reply to comments, where appropriate, as promptly as possible
- 8) We will link to references and source materials directly as often as possible
- 9) Material that advocates illegal activity or discusses illegal activities with the intent to commit them
- 10) No Flaming; there is a difference between voicing a legitimate concern or grievance and simply badmouthing or some other form of written abuse of someone or some service. These will be deleted upon discovery.
- 11) Posts or other material which is deemed inappropriate by the site administrators or appropriate TSA Executive Officer will be deleted upon discovery
- 12) Any person actively using these sites is implicitly agreeing to these rules regardless of whether they have been read or not

6.0 Restriction of Personal Used of Social Networks Using TSA Property

- 1) No staff either employed or volunteer shall use the TSA properties, which include now and in the future desk top computers, lap tops, hand held devices on personal use of social networks with exception of use in authorized social media groups
- 2) Social media games are strictly prohibited

7.0 Procedures for Establishing a Social Media Group or Network

Any member of the TSA has the right to establish a social media group or network if he/she deems it suitable for a specific purpose. To do so one would abide by the following conditions:

- 1) On developing interest any member shall seek an application form from the Office of the Executive Commissioner or online
- 2) The dully filled form shall be submitted to the Executive Commissioner in hard or electronic copy
- 3) Applications would be scrutinized by the Steering Committee of the National Level
- 4) If found suitable, applicant will be authorized to open the social media group
- 5) Such person who shall now become the administrator of such social media shall ensure he/she abides by the following:
 - i. Invite responsible adult members in the group and give them all the required conditions as participants in the group
 - ii. Ensure at least three of the TSA executive staff are members of such group for close monitoring and making necessary clarifications
 - iii. Facilitate and encourage constructive discussions in the group
 - iv. Seek clarifications from the TSA staff whenever need arises
 - v. Immediately warn any member who violates the code of conduct if member persists then immediately remove him/her from the group
 - vi. Serious offenses, such as posting pornographic materials, defamation of leaders of the TSA at any level, or of the United Republic of Tanzania should be dealt with promptly including removing such persons immediately from the group and reporting to the TSA of the such offenses for more actions. if such offenses are found to be criminal in nature then legal actions would be taken against them and in such cases such offenses would be borne by the offenders themselves and not the administrator or the TSA leadership.
 - vii. Group members who had been removed from the group on minor offenses not criminal in nature can upon an apology be reunited into the group
 - viii. The TSA Steering Committee reserves the right to offer authority to an administer applying for establishment of a social media group

8.0 Penalties Associated with Social Media Offenses

All offenses shall be put into two main categories, that is First Degree Offenses and Second Degree Offenses

1) First Degree Offenses shall be all offenses which include:

- a) Defamation of TSA leaders and Executives at all levels including the Sixers and Patrol Leaders and the leaders Executives of the Government of the United Republic of Tanzania, Revolutionary Government of Zanzibar as well as all people in public and private sectors including ordinary citizens.
- b) Posting of any pornographic materials
- c) Child abuse which is criminal in nature (Refer to the Child and Youth Protection Policy of the TSA)
- d) Affront to ones religious belief

Such offenses will be dealt with as criminal offenses and the alleged persons shall be reported to relevant authorities for legal actions. The TSA as an organization does not have any mandate to deal with criminal offenses.

If a person is found guilty of such offence by the court of law, then the TSA will not have him back into membership. The membership shall cease forthwith upon being proved guilty.

2) Second Degree Offenses

These types of offenses shall be all offences, which include:

- a) Unrespectable arguments over other people's opinion
- b) Unintentional pasting of irrelevant information save the first degree offenses
- c) Any other irritating language that is provocative but does not qualify to be first degree offense
- d) Plagiarism
- e) Unauthorized posting of personal information (names, address, phone number, email etc.) of other users
- f) Statements that are bigoted, hateful or racially offensive

The second degree offenses after proven, shall be treated with warnings by the administrator. The third warning shall demand the administrator to remove such person from the group. However, the administrator reserves the right to decide if in his/her opinion such offense carries an effect equal to three warnings simultaneously then appropriate action will be taken that is removal of such person from the group.

A penalized person in cases where offenses are not criminal in nature can make a formal apology to the administrator who shall consider the apology.

9.0 Accountability

All administrators of Social Media shall be accountable to the TSA headquarters under the Assistant Chief Commissioner responsible for Foreign Affairs, Communication, Partnership and ICT with its relevant sub-committee.

Failure of the Administrator to perform relevant duties appropriately then the administrator shall be summoned to the sub-committee for interrogation and if shall be proven incompetent the appropriate action shall be taken against the administrator. Such actions may include replacing the administrator if the group is found to be engaging in constructive ideas and issues, or direct to close the group if it has no additional value to the TSA, suspend the group for up to three months, direct to add another administrator.

Each administrator shall make evaluation of the group progress and report to the sub-committee quarterly