

Website Options for Scout Units



BOY SCOUTS OF AMERICA®

Prepared. For Life.®

Content is King!!



BOY SCOUTS OF AMERICA®

Prepared. For Life.®

What to Consider

Audience

- Current Scouts
- Current Scouters and/or parents
- Prospective Scouts
- Parents of a prospective Scout



What to Consider

Goals

- Youth Webmaster?
- Calendar?
- Event Registration?
- Recruitment?
- Contact list?
- E-mail lists?
- Photos?



What to Consider

Resources

- Expertise for setup?
- Volunteers for ongoing updates?
- Budget?



Consider the Difference

Both of these sites utilize the same web service (SOAR):

[Venture Crew 20](#)

[Troop 256](#)



Unit Website Guidelines

Protect Personal Information

- BSA abides by the Children's Online Privacy Protection Act (COPPA)
 - <http://www.coppa.org/>

Watch Out for Copyright Infringement

- Don't use photos, music, or videos without permission
- Don't Plagiarize

Avoid Commercialism

- “Free” web services that contain advertising can reflect poorly on BSA
- Do not engage in non-Council approved fundraising
- Any independent sales, solicitation, OR collection of donations is prohibited



Unit Website Guidelines

1. The content of the unit site must be appropriate to the Scouting movement.
2. The unit site cannot link to any sites that contain material that is not appropriate to the Scouting movement.
3. The unit site should not contain any advertisements or commercial endorsements.
4. The unit site cannot engage in the electronic sale of BSA Supply Division merchandise or competing products.
5. The unit site cannot replicate any BSA publication currently for sale through the Supply Division.



Unit Website Guidelines

6. Unit sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.
7. Unit sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.
8. Unit sites cannot engage in fund-raising except as directly approved by, and under the supervision of, the local council.



Resources

All this and more available on the Thunderbird District Website:

<http://t-birddistrict.org/web-hosting/>



BOY SCOUTS OF AMERICA®

Prepared. For Life.®