

ESSEX ACF STANDING INSTRUCTION 06
ESSEX ACF POLICY ON WEBSITES

(1ST Edition April 2009)

1. The rapid development of the internet, including ‘blogs’ (interactive web diaries), social networking sites and web chat rooms has meant that nation wide many members of the Army Cadet Force have, with the best of intentions, innocently become involved with unofficial, unregulated, websites and have initiated web presences such as Face book, Bebo, You Tube and My Space entries with an ACF theme.
2. It is clear that we need to protect the good reputation of the ACF as far as possible, and in keeping with our duty of care we also need to do what we can to ensure that our staff and cadets do not become associated with sites or web presences of an inappropriate or inaccurate nature.
3. ACFA guidance is that the creation and use of unofficial websites and web presences in an ACF context is to be discouraged in favour of brand compliant officially recognized web presences.
4. The dangers of creating and maintaining unofficial sites and web presences are many. They do not adhere to ACF ‘brand’ requirements, and the Data Protection, Children’s Acts and the Human Rights Act place their creators and managers in danger of breaching the law relating to privacy, confidentiality and child protection. They may also be grossly misleading as to our intentions and activities.
5. The greatest risk areas are web and social networking presences created and maintained by personnel unaware of legal restrictions and obligations and whose knowledge of ACF practices and procedures is conveyed in an incorrect or inappropriate context. Considerable damage to the reputation and image of the ACF may be caused by an individual airing a local grievance in a social networking forum. This could have far reaching and unintended repercussions for recruiting or retention, as well as the legal risks outlined above.
6. To protect our reputation and ensure that the correct ACF ‘message’ is published to the world at large, unauthorized websites and web presences which advertise or imply connection with the Army Cadet Force in general or with Essex ACF in particular should be officially discouraged.
7. Essex Army Cadet Force will not accept any liability for unofficial and unauthorized web sites or web presences.
8. Any complaints or issues arising from the existence of unauthorized websites or web presences will be the sole responsibility of those creating, managing and maintaining them.

9. Unofficial websites and web presences will be monitored by the County Webmaster / County PRO with the aid of company reps. If inappropriate material is found that could bring the ACF into disrepute, this will be brought to the attention of the Commandant and disciplinary action may follow.
10. All personnel should actively support only the [officially](#) approved county website(s). In accordance with ACFA guidance all official sites should be ACF brand compliant and be updated regularly to maintain the ongoing interest of site visitors.
11. Staff and cadets may submit to the County webmaster 'still' or 'moving pictures' of official ACF activities which they attend and obtain via mobile phones and cameras. These images will be subject to review and editing and those deemed appropriate will be considered for entry onto our official website. Any words or pictures of an antisocial, offensive or inappropriate nature will not be acceptable or tolerated. Advice and guidance to those submitting will be provided as necessary. In extreme cases disciplinary action may also be considered.
12. To reach all adult instructors at an early stage of their service this policy should form part of induction sessions and / or be supplied to individual instructors during the induction process and existing members of Essex ACF via continuation training and or county and company meetings.
13. In the interests of our organization, staff, and cadets, Company and Detachment Commanders are requested to bring the contents of this document to the attention of all adult instructors and cadets on a regular basis.