



Media Policy

WINGS is a celebration of people, stories, and shared experiences, and we encourage everyone to capture and share the adventure responsibly.

All use of social media, photography and video must follow:

- The Scout Association (UK) policies and guidance for [social media](#) and [photography and videography at events](#)
- Girlguiding (UK) policies and procedures for [social media](#) and [handling photos and video](#)
- The [WINGS Privacy Notice](#)

Official WINGS Social Media

WINGS event media team (official social media) responsibilities

The **WINGS event media team** manages all official event channels.

They are responsible for:

- Sharing accurate, consistent and timely updates across the event
- Representing WINGS in a positive, inclusive and engaging way
- Managing public interaction and responding to queries where appropriate
- Ensuring all content meets safeguarding, consent and brand guidelines

Don't forget to **like, follow, watch and share your own moments**, and use the official **#WINGS26** to be part of the story and see what's happening across the site.

You can find us on:

- Facebook: [WINGS Jamboree](#)
- Instagram: [@wingsjamboree](#)
- TikTok: [@wingsjamboreeofficial](#)
- Online Blog: Follow daily stories, updates and longer features from across the WINGS site. Brought to you by [The Wandering Quill](#).

All official communications and announcements will come through these channels.

You can interact with the team via our social media channels or email them at socialmedia@wingsjamboree.org.uk

Social media use

Social media is a great way to share your WINGS experience, but it must always be used **responsibly, respectfully, and safely**.

All attendees at WINGS e.g. young participants, leaders, event volunteers and contractors **must when posting**:

- Be **positive, respectful and inclusive** at all times
- Think before you post, ensure content is **accurate and appropriate**
- **Do not** post anything that could **be offensive, harmful, or discriminatory**
- Do not share content that could bring WINGS, Scouts or Girlguiding into disrepute

Safeguarding on social media

Safeguarding whilst using social media **everyone's responsibility** and the same **safeguarding expectations apply online** as they do in person.

- **Do not share personal details** (full names, contact details, locations)
- **Do not** engage in **private 1-to-1 communication online with young people**
- **Follow safeguarding guidance** and **codes of conduct** at all times
- **Ensure** all digital behaviour reflects **Scouting and Girlguiding values**

Raising concerns

If something isn't right:

- Report it to your **subcamp team, information desk or a member of the WINGS event volunteer team**
- Do not raise concerns or complaints publicly on social media

We want to resolve issues quickly and ensure everyone has the best possible experience.

External media and press

WINGS is a joint Scouting and Girlguiding event, and **all external communications must be managed appropriately.**

- Only the WINGS event media team can speak on behalf of the event
- Attendees, leaders, volunteers and contractors must not give media statements or interviews
- **All enquiries** must be **directed to the WINGS event media team**

This ensures consistency, accuracy and safeguarding compliance.

If you are contacted by media, direct them to: pr@wingsjamboree.org.uk

Other WINGS social media accounts

To ensure consistency, safeguarding and clear communication across the event:

- Public social media accounts **must not be created or operated on behalf of subcamps, activity guilds or event teams** without approval from the WINGS event team
- WINGS does not endorse unofficial public accounts

Private communication channels (e.g. WhatsApp or Facebook groups) may be used for **internal coordination only**, provided they:

- Are **private, closed and invite-only**
- Are **appropriately moderated by adults**
- Follow **safeguarding and organisational guidance**
- Are used for **informal or operational communication only**

Formal or public facing communications must always be shared via **official WINGS channels.**

External contractors and performers

External contractors and performers may use their own social media channels:

- These are **not endorsed by WINGS**
- They must not communicate **on behalf of the event**
- Any content referencing WINGS (including tagging) should be agreed with the **WINGS event media team** in advance

Photography and Videography at WINGS

Photography and videography are important parts of telling the WINGS story but must always be handled with care.

WINGS media team (official photography and videography) responsibilities

WINGS photographers and videographers will be across the site capturing the fun, friendships and unforgettable moments that make WINGS special.

The content they capture may be:

- Shared on social media
- Published on the WINGS website
- Digital and print communications
- Used for future communications, marketing and promotional materials of WINGS Jamboree
- Event archives (will be retained for more than 5 years)

Images where someone can be identified are considered personal data and must be treated accordingly.

The WINGS event media team will:

- Capture content across the site to tell the WINGS story
- Ensure all media is collected and used in line with **consent permissions and safeguarding requirements** in line with **WINGS policies and procedures**
- Store, manage and publish media responsibly

Large-scale events - media team consent & personal data

Please remember that WINGS is a large-scale event, and **photography, videography and audio recording** will take place **across many areas of the site** throughout the week.

If you or any young person in your group does not wish to be photographed, filmed or recorded, it is the **responsibility of the leaders** and young participants **to actively manage this** and avoid media areas where possible.

Please also note that WINGS cannot control photos, videos or recordings taken and shared by other participants or visitors.

How consent is gathered by WINGS

Consent for photography, video and communications has been collected in advance through the **WINGS Event Management System (EMS)** as part of the registration process.

As part of this process, **all attendees** at WINGS e.g. young participants (by their parent/carer), leaders and event volunteers **have confirmed**:

- Whether images and video can be taken and used
- Whether images can be shared publicly, including on social media and other promotional materials
- That they understand how content may be used and stored

Leaders are responsible for ensuring that they are aware of the consent status of their group before the event.

Identifying consent on site

Consent will be identified on site according to a person's specific wristband. It is important that anyone provided with this wristband at registration always wears it.

- Ensure any content they share does not breach consent or privacy

Content shared with the WINGS event media team

We love receiving stories, photos and videos from across WINGS, they help us tell the full story of the event from the people who are part of it.

If you choose to share content with the **WINGS event media team** (for example via social media, email or the “Submit a Story” form), you will be asked to confirm the following:

Consent to contact

By submitting content, you confirm that:

- You are happy for WINGS to **contact you about your submission**
- Your details can be stored securely on WINGS systems for the purpose of managing your story
- You understand that you can request for your information to be **deleted at any time**

Consent to share

By submitting content, you confirm that:

- You are giving permission for WINGS to **use and share your story**
- This may include publishing across:
 - Website and online blog
 - Email newsletters
 - Social media channels
 - Press and promotional materials

You retain the right to request that your content is **withdrawn from future use**, where possible.

Permission for others featured

By submitting content, you confirm that:

- You have obtained **appropriate permission from everyone featured** in the content (including images or video)
- You understand that this content may be shared publicly across WINGS communications

This is particularly important where young people are involved, all content must align with **consent and safeguarding requirements**.

Consent concerns or changes

If consent preferences change, or if there are concerns about how images have been used:

- **Contact the WINGS event media team**, you can email the visual media team at visual@wingsjamboree.org.uk.
- Alternatively, you can email info@wingsjamboree.org.uk and they'll direct you to the right team.

We will take **reasonable steps to remove or restrict future use** of images where appropriate.

For full details on how personal data is managed, please refer to the [WINGS privacy notice](#).

Storage and use of media

To ensure images and content are handled safely and responsibly, there are different responsibilities depending on who is collecting and using media.

The **WINGS event media team** is responsible for all official event media.

They will ensure that:

- All media is **stored securely and managed in line with UK data protection requirements**
- Content is used appropriately for **communications, promotion and archival purposes**
- Media is only used in ways that align with **consent permissions and safeguarding guidance**
- Media collected by the WINGS event media team will be retained and used in WINGS promotional materials, for a **maximum of 5 years**.
- Content captured by the WINGS event media team, may be retained and used longer than 5 years for event archival purposes.
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If consent is withdrawn, the WINGS team will take **reasonable steps to remove images from future use**, where possible. Please contact visual@wingsjamboree.org.uk for any concerns.

Personal media captured by all attendees

All attendees at WINGS e.g. young participants, leaders, event volunteers and contractors, have a responsibility when taking or sharing photos and videos.

You must:

- Check that you have **appropriate permission before taking or sharing images and videos**
- **Respect** individuals who **do not wish to be photographed or filmed**
- Never photograph or film someone without their knowledge in inappropriate situations
- Ensure images are only shared in a **safe, appropriate and respectful** way
- **Avoid** sharing **content** that could **identify young people** or breach privacy e.g. using their full names or identifying information (location, group, etc.)
- Leaders must be aware of and respect the preferences of their group
- Follow all safeguarding and organisational guidance

Once images are shared on personal devices or social media:

- **WINGS cannot control how those images are stored or shared**
- Responsibility remains with the individual who created or shared it

Using social media, photography, and videography responsibly is a **shared responsibility** across WINGS.

By following these guidelines, you help ensure:

- Young people remain safe
- Everyone's privacy is respected
- WINGS is represented accurately and positively
- We can continue to celebrate the incredible moments that make the jamboree so special

Use of drones

The use of **drones or any aerial recording devices is not permitted** anywhere on the WINGS site, **unless operated by the WINGS event media team.**

This applies to all attendees, including young participants, leaders, volunteers, contractors and visitors.

Any drones brought to site must not be used and will be required to be **removed immediately by the owner.**

Why this matters

Drones present additional risks at a large-scale event, including:

- Safety risks in crowded areas
- Privacy concerns, particularly when filming or photographing young people
- Challenges in managing consent and safeguarding requirements

For these reasons, all aerial filming is strictly controlled and managed only through approved event processes.

Compliance and consequences

We expect everyone at WINGS to follow this policy and use social and visual media responsibly, helping us create a safe and positive environment for all.

Failure to follow this policy will be taken seriously and **may result in action being taken**. This could include removal of content, restrictions on participation in media activity, or, in more serious or repeated cases, removal from the event.

All incidents will be managed and escalated in line with the **policies, safeguarding procedures and reporting processes of The Scout Association and Girlguiding UK**. This ensures that any concerns are handled appropriately, consistently and with the safety and wellbeing of all participants at the centre.

Need support?

If you have questions, concerns or need guidance:

- **Contact the WINGS event media team**
- For **support with social media**, you can interact with the team via our social media channels or email them at socialmedia@wingsjamboree.org.uk.
- For **support with press** enquiries, you can email the WINGS public relations team at pr@wingsjamboree.org.uk
- For **support with photography or videography** enquiries, including withdrawal of consent, you can email visual@wingsjamboree.org.uk
- Visit the **WINGS privacy notice** for more information on the types of personal information we collect and how we comply with data privacy regulations.
- If you need **support with anything else** you can contact WINGS at info@wingsjamboree.org.uk and they'll be able to direct you to the right team member for help.