



SCOUTS[®]
Creating a Better World

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

**World Scout Bureau, European Regional Office
Bureau Mondial du Scoutisme, Bureau Régional Européen**

Rue Henri-Christiné 5
P.O. Box 327
1211 Geneva 4 Plainpalais
SWITZERLAND

Phone: (+41 22) 705 11 00
Fax: (+41 22) 705 11 09

Avenue Porte de Hal 38
1060 Brussels
BELGIUM

Phone: (+32 2) 534 33 15
Fax: (+32 2) 534 16 54

europa@scout.org
www.scout.org/europe
www.euroscoutinfo.com

6 February 2014

To:

International Commissioners and principal contacts of NSOs and NSAs in the European Region

Circular 6/2014

WOSM's Web Presence

Dear Friends,

With reference to a letter sent out to International Commissioners and Official NSO Contact Persons by the World Scout Bureau (Central Office) on 3 February 2014 we would like to give you some guidance on how to navigate in the renovated WOSM website: www.scout.org.

On 15 October 2013 a new online platform for World Scouting was launched. The changes to scout.org go beyond creating a new website. They reflect the way we see our Movement and its role in the lives of our members. We have created a platform that will provide constant learning, communication, sharing and development.

Let us explain how this is envisaged in practice and let us guide you on a short tour through the four areas of the website.

About Scouting – all that people want to know about Scouting

This is now the main corporate information part of the website. Its purpose is to provide a wide array of information about our Movement and our organisation, information that is relevant to the wider audience - everyone inside and outside the Movement.

This section is not particularly Region oriented; it is more focused towards the general public and helps to simplify the information and make it more accessible than ever before.

We are constantly looking into how to improve the information and in particular we will be making some crosslinking with the Regional pages in coming weeks.

Intranet – aiming to improve internal communication

The goal of the intranet is not to hide some information from the general audience but to improve communications and information exchange between World Scouting and NSOs by providing information in a more structured and regular way. You will be able to find information about Regional Circulars and Services, as well as reports created by all the Offices of the World Scout Bureau and by other NSOs.

Additionally, within the Services area on the Intranet, you will be able to find funding information, application forms and some information about the support that the Region is providing.

Access to World and Regional Circulars will only be provided to the ICs or and other account holders which you should communicate following the procedure advised in the letter you received earlier this week.

User Generated Content - everyone's a user, everyone's a creator

As has been requested on a number of occasions, you are now empowered to share and communicate directly with others, particularly to provide information about your events, projects, best practices and anything else that you would like to share within the Scout World.

You will have noticed that it is necessary to register and login in order to upload and interact with others. This processes it easy and quite straightforward. For the moment you can share your news, events, updates and tools. In the coming period, new content types will be introduced.

Soon we will have new features: you will be able to follow people/groups that are of interest to you, getting their posts in a specific feed, getting a stream for WOSM official news from the World and Regional levels, and being able to like and comment. In short, it will be easier to shape your information flow according to your interests. The Regional pages will also be easier to find after these changes.

Besides this, huge work is in progress on making pages for programmes/projects/networks where all theme-specific content will be gathered.

We are aware that user generated content is requiring moderation and we are dedicated in making sure that content that is marked inappropriate and not in accordance with Scout values is being moderated.

Regional Information

As before, we have our Regional Section of scout.org (www.scout.org/europe) where you will be able to find all the relevant information concerning work on the Regional Scout Plan, working and core groups, news and events. In due course, our Regional blog, www.euroscoutinfo.com will be integrated into to scout.org, but in the meantime, on-going regional information will continue to be posted there. And of course, we do not forget www.europak-online.net for information on our partnership and work with WAGGGS.

That brings us to the end our short tour through the re-launched website of WOSM, which will remain in the centre of World Scouting's renewed web presence.

Social Media in the European Scout Region

Social media have become an integrated part of young people's lives. And the European Region is not just part of it, too, but trying to help drive it. This is why we are - for quite some time already - present in a series of social media platforms using our well-established EuroScoutInfo brand.

In order to get a pulse on the life and work of the Region we recommend you to follow us on Facebook (<http://facebook.com/euroscoutinfo>), Twitter (<http://twitter.com/euroscoutinfo>), YouTube (<http://youtube.com/euroscoutinfo>), Flickr (<http://flickr.com/euroscoutinfo>) and Instagram (<http://instagram.com/euroscoutinfo>). The latest addition in this series is Vimeo (<http://vimeo.com/euroscoutinfo>). We encourage you also to keep an eye on the main hash tags (#) that we use across the different social media and on our websites in order to group relevant information around our events, programmes and projects within the Regional Scout Plan.

In case you face any difficulty or you have questions or some recommendations please contact Mihajlo Atanackovic, Senior Web Editor & Events Administrator at the European Scout Office (matanackovic@scout.org).

With kind regards,



Dr. Andrea Demarmels
Chairperson,
European Scout Committee