



## You're A What?

### Using role titles when talking to those outside of Scouts.

When we're talking to someone already in the Scouts, names of roles can help us easily understand what they do. But when talking to those outside of Scouts this becomes unhelpful. It's jargon, slows a conversation down and makes it feel more complicated than it really is.

Here are our tips when speaking to the media, writing on social media or chatting to parents or new volunteers.

#### Volunteers

There are lots of different roles adults can play. It is easiest to refer to **adult volunteers**. It's inclusive and explains clearly what we are and that we all volunteer our time.

When talking about managers, such as District Commissioners, use **lead volunteer**. You can say the place or their area of responsibility but keep it easy to understand.

- Lucy is the lead volunteer for activities for Anyplace Scouts.
- Ranvir is the lead volunteer for 1<sup>st</sup> Local Town Scouts.
- Vounteer Zoë leads the Scouts in Foresthill.

Some special cases: you can refer to Bear Grylls as the **Chief Scout**. The role is clear to the public. If someone is a member of an Executive Committee, call them a **Trustee**.

**Stay focused.** Avoid getting distracted with different roles and responsibilities – nobody wants to be stuck explaining the difference between an Assistant Leader and a Sectional Assistant.

#### Young people

People understand Scouts. Not everyone understands Beavers, Cubs, Explorers or Network of what ages they are. **Instead, mention ages or include Scout in the name.** For example:

- Phoebe is an 8 year old Scout.
- Marcus is a 15 year old Explorer Scout.
- Our Beaver Scouts meet every Wednesday evening.
- Anyone can be part of Scout Network.

Our youth programme at present covers anyone ages 5¾ to 25. They are not all children. It can be a turn off for anyone older than a Cub to be called a child. Use **young people** instead.

**We are never Boy Scouts.** We've accepted girls and young women into every section since 1991 and we have had female leaders since the start.

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## Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. [communications@hampshirescouts.org.uk](mailto:communications@hampshirescouts.org.uk)
- The Scouts have an in-depth style guide which covers some of the finer points of spelling, grammar, capital letters and how we speak.  
<https://members.scouts.org.uk/supportresources/search?cat=460%2C726%2C728>
- Check out our other guides which cover issues such as jargon and the tone of voice.

## Keeping in touch with Hampshire Scouts:

- Online at [hampshirescouts.org.uk](http://hampshirescouts.org.uk)
- On Facebook at [facebook.com/HampshireScouts](https://www.facebook.com/HampshireScouts)
- On Instagram [@hampshirescouts\\_](https://www.instagram.com/hampshirescouts_)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)

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