



CHELMSFORD CITY SWIMMING CLUB

PHOTOGRAPHY AND SOCIAL MEDIA POLICY

This guidance applies to all images and videos taken on any type of camera or recording device (including mobile phones). It applies to all training sessions, activities and events run by a Swim England affiliated organisation.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused and children can be put at risk if common sense procedures are not observed.

AIMS

This guidance aims to avoid three potential sources of child abuse:

- A. The use, adaption, sharing or copying of images for child abuse purposes, either electronically or in print.**
- B. The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being “groomed”.**
- C. The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:**
 - They have been removed from their family for their own safety**
 - There are restrictions on their contact with one parent following a parental separation**
 - They are a witness in criminal proceedings.**

Photography & Social Media Policy

- 1. The Publishing of a photograph of a member under 18, either on a notice board or in a published article or video recording (including video streaming) of a competition (“Publication”) should only be done with parent/guardian consent and in line with Swim England guidelines.**
- 2. A parent or guardian has a right to refuse to have their child/children photographed. The exercise of this right of refusal should not be used as grounds for refusing entry into a competition. Therefore, any photograph that may go to press or on a notice board, be it through a member of the Club or official photographer, should receive written parental/guardian consent before being published or displayed, preferably in writing.**
- 3. The Club includes in its Membership Form, a template allowing parents/guardians to indicate refusal of consent for photographs/filming to be undertaken and used for publicity purposes– this form is also available on the Club’s website. Consent is implied by the parents/guardians when the form is not returned specifically opting out of any category. If completed, it should be returned to the Welfare Officer.**
- 4. From time to time, the Club may decide to include on their website, photographs and written commentary of members’ successes and/or a squad photograph. The**



CHELMSFORD CITY SWIMMING CLUB

PHOTOGRAPHY AND SOCIAL MEDIA POLICY

Club will ensure all aspects of this policy are adhered to with regard to privacy and decency before including the photograph/commentary and will refer to point 3 above with regard to whether parental/guardian consent has been given.

- 5. The Club's Photography & Social Media Policy should be read in full and adhered to at all times before taking photographs/filming. Parents/guardians should only take photographs/footage using these guidelines on the basis that their own child/children is the main subject of the photograph/filming. However, another person can object to a parent/guardian taking a photograph/footage if they believe their child/children, and not the child/children of the photographer/person filming, to be the main subject of the photograph/filming. If this happens, photographing/filming must stop immediately and all photographs/footage must be deleted.**
- 6. In the case of open meets and other competitions, where the host club has an official photographer present, all parents/guardians attending should be made aware of this in the meet details and any public announcements. If photos are to be published anywhere, the individual parent/guardian should be given the opportunity to withhold their consent (please refer to point 3 above). Their right to do so should be specifically drawn to their attention.**
- 7. The Swim England guidelines on photos for publication are as follows. All photographs must observe generally accepted standards of decency in particular:**
 - Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.**
 - Actions shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.**
 - Poolside shots of children should normally be above the waist only in a swimming costume, though full length tracksuit shots are approved.**
 - Photographs should not be taken from behind starting blocks or show young participants climbing out of the swimming pool.**
 - Published photographs may identify the individual by name and organisation but should not state the member's place of residence or school attended. Swim England and Chelmsford Swimming Club Limited do not wish to stop parents/guardians photographing their child/children if they wish but all organisations must ensure they do all they can to safeguard children's wellbeing.**



CHELMSFORD CITY SWIMMING CLUB

PHOTOGRAPHY AND SOCIAL MEDIA POLICY

The Official Photographer

In some cases, clubs will ask a club member/officer to act as an official photographer for an event and in some cases they may employ a specific photographer. Their role is to take appropriate photos that celebrate and promote aquatics.

When taking any image, they should be asked to:

- **Ensure all those featured are appropriately dressed**
- **Represent the broad range of youngsters participating in the event – boys and girls, children with disabilities, members of minority ethnic communities etc.**
- **Focus on the activity rather than the individual child**
- **Include groups of children rather than individuals, if possible**
- **The Club should screen applicants for their suitability (just as they would check any other member of staff or volunteer working with children) and then provide training and information on the Club's Child Safeguarding Policies and Procedures.**
- **The official photographer should receive clear instructions, preferably in writing, from the Club at an early stage. They should receive a copy of the Club's Photography & Social Media Policy and receive a clear brief about what is appropriate on content.**
- **Images should not be allowed to be taken outside the activity being covered. The Club should determine who will hold the images recorded and what is to be done with them after they have served their purpose.**

Guidance on filming children during training sessions

The filming of children during training sessions is not recommended and should only be undertaken by coaching staff; this should only be done with the Head Coach's prior approval. The requirement must be justified by the Club (e.g. to assist in swimming stroke development).

Assuming filming is justified, written consent is required from the parents/guardians of the child/children with an invitation to the parents/guardians to attend the filming and subsequently view the footage.

The individual who is responsible for filming should exercise caution when recording and ensure the content of the footage is appropriate, following the advice outlined above. Filming should cease and/or the footage destroyed should any concerns be raised or if consent is withdrawn.

Once the footage has served its purpose, it should always be destroyed, unless the need to keep it can be justified.



CHELMSFORD CITY SWIMMING CLUB

PHOTOGRAPHY AND SOCIAL MEDIA POLICY

Mobile Phones

There is no longer a requirement for any person attending an event to register any device they possess which is capable of recording images, as with technological development, this has proved to be no longer practical or beneficial.

All Clubs need to make its members aware that while Swim England does not support the banning of phones, as children need them to keep in touch with parents/guardians, particularly in emergencies, they support a requirement that phones should emit a 'noticeable sound' if a phone camera is used.

Clubs should also remind members that any photos taken should fall within our guidelines and that if mobile phones are taken into changing rooms, the facility to take photos must not be used.

Under no circumstances should any photos be taken in the changing room facilities.

Guidance on the use of Social Networking

Guidance to members under 18

Use the Internet positively and do not place yourself at risk.

Consider who you are inviting to be your friend and ensure you are talking to the person you believe you are talking to.

Remember that any communication/photos etc. posted may be shared with more people than you intended and therefore never share photos of yourself or friends or post anything that may be hurtful, untrue or upsetting or that other people may find inappropriate.

Do not upload images of other members taking part in the Club's training, activities or events as you may breach the Swim England and the Club's Photography & Social Media Policy.

If you do wish to upload such content, you must first seek the advice and consent of your parents, the consent of the other young person(s) and their parents, and an officer of the Club before taking any actions. This will not prevent you having images of your friends from the organisation on your personal networking site, as long as they are taken outside of the sporting arena.

Guidance to Parents/Guardians

Parents are expected to behave responsibly as a spectator at all times, adhering to the Club's Photography & Social Media Policy, treating all members, coaches, committee members and other parents with respect. Parents should be aware that posting any content on a social networking site that breaches the above requirement may breach the parent's Code of Conduct.



CHELMSFORD CITY SWIMMING CLUB

PHOTOGRAPHY AND SOCIAL MEDIA POLICY

Should photographs or footage (with or without) names of children be posted on the Club website?

It is recommended that photographs or footage of individual children should not be kept on the Club's website and certainly not with the child's name as this could lead to the child being approached and placed in a vulnerable position. The same applies to the Club's printed materials such as the Annual Report or the Club kit.

Many clubs, with parental/guardian consent, will use a child's first name or surname only or a child's swimming nickname so as not to identify them fully.

From time to time, the Club may choose to post photographs to communicate member's successes, but the above guidance and the Club's Photography & Social Media Policy will be adhered to and point 3 above referred to.

Parental consent may be withdrawn at any time and the Club should take all reasonable steps to respect the wishes of the parent/guardian.