



## **Policy for the use of Photographs/Video footage on Whats App and other Social Media (applicable to ALL Otters club members, parents & carers)**

Swim England guidelines state that all photographs for publication must observe generally accepted standards of decency, particularly:

- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of children should be above the waist only in a swimming costume. Full length shots are permitted if the children are fully clothed. Ideally, club t-shirts should be worn in all images.
- Photographs should not be taken from behind the starting blocks or that show children climbing in and out of the pool.
- The publishing (posting pictures onto Social Media either in a 1:1 message, group chat, or to a story/page) of a photograph of a member under 18 years should only be done with the parent's/guardian's consent and it should be noted that parents/ guardians have the right to refuse to have their child photographed.
- If a photograph is taken for publication, it should adhere to the guidance provided in Swim England Photography Guidance. Details that identify the individual in the photograph, such as full name, place of residence or school attended, should not be given alongside the photograph.
- In the event of a member showing a teacher or coach an image that is considered to be inappropriate for a child to have, the teacher/coach must advise the nominated person at the organisation, most likely the Welfare Officer.

**Reminder: Phones and other mobile devices must NOT be used in changing rooms, cubicles, toilets or showers.**

The above policy should be used in conjunction with the Swim England Wavepower guidance and policies. Failure to comply will be treated as a serious breach of the club Code of Conduct.

*September 2023*