



POLICY – MEDIA AND PHOTOGRAPHY

Good practice guidelines on the use of social media and the use, storage and distribution of photographs and video footage taken at SynchroWA events.

Photography & recorded media

This policy applies to all photographs taken on film or digital camera (including mobile phones) and all moving pictures including video recordings (and video streaming). The terms “athlete(s)” or “young people” include anyone under the age of 18 years.

While the great majority of images of athletes are appropriate and taken in good faith, it is a fact that images can be misused and athletes can be put at risk if common sense procedures are not observed.

This policy sets out to clarify these procedures and address three main areas of concern;

1. The potential use, adaptation, or copying of images for child abuse, either on the internet or in print.
2. The possible identification of an athlete when an image is accompanied by significant personal information, which can lead to the athlete’s personal security being compromised or the athlete being ‘groomed’.
3. The identification and locating of athletes where there are concerns about safeguarding children. Such cases would include, for example, an athlete who could be compromised by an image because:
 - they are 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.

Recommended best practice - publishing

1. The publishing of a photograph of an athlete under 18 either on a notice board or in a published article, social media site or video recording (including video streaming) should only be done with parental consent.
2. A parent or guardian has the right to refuse to have the athlete photographed. Therefore, any photo that may be distributed should have received parental consent before publishing/displaying the photo.

Accepted standards of decency

1. Action shots should be a celebration of the sporting activity and athleticism and not a sexualised image in a sporting context.
2. Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
3. Poolside shots of athletes should be tasteful and athletic
4. Photographs should not exhibit young athletes climbing out of the swimming pool.

A photographer/videographer hired by SynchroWA for a sanctioned event will be expected to follow the terms of this policy as well as the contract for the duration of their employment.

Published photographs may identify the athlete by name and club but should not state the athlete's place of residence or school attended.

Individuals have the responsibility to ensure children are safeguarded in the synchro environment. SynchroWA does not wish to stop parents from photographing their athlete.

Social media

Social networking sites permit users to chat online, post pictures and write blogs etc, through the creation of an online profile, that can either be publicly available to all or restricted to an approved circle of electronic friends.

Sites such as YouTube provide a platform for uploading and viewing video clips. While these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences if abused by users.

Coaches, volunteers, other officials and parents in a position of trust and responsibility in respect of children in the SynchroWA community:

1. Should not be in contact with young people through social networking sites if they hold such a position in respect of that individual young person.
2. Should decline a request from the young person to connect or friend on social media if:
 - You are in a position of responsibility in respect of that child.
 - You hold a position of trust and responsibility in the organisation.
 - Your contact with the child is through the club and the parent/guardian of the child does not give their consent to such contact.
3. Never use social media as a medium by which to abuse or criticise members.
4. Be aware that the publishing of a photograph or video footage on a social networking site is governed by the same requirements as those outlined above in regard to photography and video footage.

Members under the age of 18

1. Should not ask your coach or teacher to be your social networking site friend – they are required to refuse as that would breach good practice.
2. Should use the internet positively and do not place yourself at risk.
3. Should consider who you are inviting to be your friend and follow the good advice of the social networking sites to ensure you are talking to the person you believe you are talking to.
4. Must always consider that any communication, comments, photos and video clips posted on a social networking site may be shared with persons other than those for whom it was intended.

5. Must never share pictures of yourself or your friends that you do not wish others to see.
6. Should never post or send any photographs, videos or make comments that may be:
 - hurtful, untrue and upsetting and which you may regret sharing later;
 - used by other people in a way you did not intend or want.
7. Must not put pictures of other members on your site as you may breach SynchroWA's photography policy. If you do wish to upload a picture, you must get the advice and consent of your parent, the other young person, their parent and your coach. This does not prevent you having pictures of your swimming friends on your site taken outside the sporting arena but it is good advice to always ensure they and their parents are happy with any picture you have of them on your site.
8. Should always be aware that social networking sites are a method of communication like any other written communication or the spoken word and are bound by the same laws and rules of defamation or libel. Never place a comment on the internet that you would not put in writing or say to the individual concerned face-to-face.