

Photography, Video and Social Media Policy

Policy owner: Southside Star Youth FC Committee

Applies to: All players, parents / carers, coaches, volunteers, spectators and club members

Review date: 30/06/2027 and annually thereafter

Version: 1.0

1. Purpose

Southside Star Youth FC values the experiences, achievements and hard work of its players. The club enjoys celebrating team success, player development and positive moments from training, matches, tournaments and club events.

This policy explains how photographs, videos and social media content may be used by the club, how consent is managed and what is expected from parents / carers, coaches, volunteers and spectators.

The aim is to promote the club positively while protecting the privacy, welfare and safety of all children and young people.

2. Why Photographs and Videos May Be Taken

Photographs and videos may be taken during matches, training sessions, tournaments, presentations and other club events.

These images may be used to:

- Celebrate player achievements.
- Recognise team successes.
- Share positive moments with the club community.
- Promote the club and grassroots football.
- Support recruitment, sponsorship and fundraising.
- Record club events and milestones.

- Provide content for official club communications.

The club will always aim to use images respectfully and appropriately.

3. Where Images May Be Used

Photographs and videos may be used on:

- The clubs official social media accounts.
- The clubs official website.
- Club newsletters and emails.
- Printed posters, flyers or brochures.
- Tournament or event promotional material.
- Local media, where appropriate.
- Sponsorship or club marketing material.
- Internal club presentations or celebration posts.

Images should only be shared through official club channels where the club has appropriate permission to do so.

4. Consent

Parents / carers will be asked to provide consent for the use of photographs and videos of their child.

Consent is voluntary.

Where consent has not been given, the club will take reasonable steps to avoid using identifiable images of that player in official club communications.

Parents / carers are responsible for ensuring their photo and video consent preferences are kept up to date.

Where a player is old enough to express their own views, their wishes should also be considered.

5. Withdrawing Consent

Parents / carers may withdraw consent at any time by contacting the Club Secretary in writing.

Once consent is withdrawn, the club will stop using future images of the player where they are identifiable.

Where possible and reasonable, the club will also remove previously published content from official club channels. However, the club may not be able to remove content that has already been shared by others, printed, reposted, downloaded or published by third parties.

6. Safe and Appropriate Use of Images

The club will take reasonable steps to ensure that images are used safely and appropriately.

The club will not knowingly publish images that:

- Are embarrassing, upsetting or inappropriate.
- Show children in a vulnerable or distressed situation.
- Could be considered humiliating or disrespectful.
- Include personal information that could place a child at risk.
- Identify a child's home address, school or other private details.
- Are likely to cause safeguarding concerns.

Where possible, images should focus on football activity, celebration, teamwork and positive club involvement.

7. Naming Players

The club will avoid publishing a child's full name alongside their photograph unless specific permission has been given and there is a clear reason to do so.

Where players are named, the club should usually use first names only or general team references, such as 'U10 Tigers' or 'Southside Star Wildcats'.

The club will not publish unnecessary personal information about children.

8. Photography and Video by Parents / Carers and Spectators

Parents / carers and spectators may wish to take photographs or videos at matches, training sessions and club events.

The club asks that all photography and video is taken responsibly and respectfully.

Parents / carers and spectators must not:

- Take photographs or videos in changing rooms, toilets or private areas.
- Share images that may embarrass, upset or identify another child inappropriately.
- Use images to criticise, mock or target players, referees, coaches or opposition teams.
- Post images with offensive, abusive or discriminatory comments.
- Continue taking photographs or videos if asked to stop by a club official, venue official, referee or event organiser.

If a parent / carer has a concern about someone taking photographs or videos, they should report this to the team manager, Club Welfare Officer or another club official.

9. Match Footage and Analysis

Coaches may use match footage for coaching, development or tactical review.

Where match footage is used, it should be:

- Used for legitimate football development purposes.
- Shared only with appropriate people.
- Stored securely where possible.

- Not posted publicly unless consent and safeguarding considerations have been checked.
- Deleted when no longer required.

Coaches should be mindful that match footage may include opposition players and should use it respectfully.

10. Official Club Social Media Accounts

Only approved club officials, committee members or nominated volunteers may post on official Southside Star Youth FC social media accounts.

Posts should be positive, respectful and in line with the clubs values.

Official club posts must not include:

- Abusive, offensive or discriminatory language.
- Criticism of children, referees, coaches, parents or opposition teams.
- Private or confidential club matters.
- Safeguarding information.
- Personal contact details of children.
- Images of children without appropriate consent.

The club reserves the right to remove posts or comments that do not meet expected standards.

11. Team WhatsApp Groups and Messaging Platforms

Team WhatsApp groups, Spond groups or similar communication channels should be used for football related communication only.

These groups should not be used to:

- Criticise players, coaches, referees or other parents.
- Share inappropriate images or videos.

- Discuss confidential matters.
- Raise complaints publicly.
- Make abusive, discriminatory or inflammatory comments.
- Share screenshots or private messages outside the group without good reason.

Concerns should be raised privately with the team manager, Club Welfare Officer, Club Secretary or Committee, rather than debated in group chats.

12. Online Bullying and Inappropriate Social Media Use

Southside Star Youth FC will not tolerate online bullying, harassment, discrimination or abusive behaviour.

This includes behaviour on:

- Social media platforms.
- Messaging apps.
- Gaming platforms.
- Team group chats.
- Comment sections.
- Any other online communication channel.

Examples may include:

- Sending abusive or threatening messages.
- Mocking or humiliating another player.
- Sharing embarrassing images or videos.
- Excluding or targeting someone online.
- Posting discriminatory comments.
- Encouraging others to criticise or target a child, parent, coach or referee.

Any concerns about online bullying should be reported to the Club Welfare Officer or a club official.

13. Safeguarding Concerns

Any photography, video or social media concern that may involve the safety or welfare of a child must be referred to the Club Welfare Officer as soon as possible.

The club may also refer concerns to the County FA, The FA, children's services, police or other relevant authorities where appropriate.

Safeguarding concerns will always take priority over general communication or media matters.

14. Local Media and Third Parties

From time to time, the club may be contacted by local media or third parties who wish to take or use photographs, videos or stories involving the club.

The club will only support this where it is appropriate and where consent and safeguarding requirements have been considered.

Parents / carers will be informed where possible if their child may be identifiable in media content.

15. Breaches of This Policy

Any breach of this policy may be dealt with under the clubs complaints, safeguarding, behaviour or disciplinary procedures.

Possible action may include:

- Requesting that content is removed.
- Speaking to the person involved.
- Issuing a reminder of expected standards.
- Restricting access to club communication channels.
- Referring the matter to the Committee.

- Referring the matter to the Club Welfare Officer.
- Referring the matter to the County FA, The FA or relevant authorities where appropriate.

Serious breaches may result in suspension or removal from club activity.

16. Parent / Carer Responsibility

Parents / carers are responsible for ensuring they understand and follow this policy when taking or sharing photographs and videos.

Parents / carers should also speak to their children about safe and respectful social media use, particularly where older players have their own phones or social media accounts.

17. Review and Communication

This policy will be reviewed annually by the Southside Star Youth FC Committee.

Parents / carers, coaches, volunteers and players will be made aware of this policy at the start of each season and whenever updates are made.

The club will continue to celebrate the achievements of its players while taking reasonable steps to protect privacy, safety and welfare.