



## **Photograph and Social Media Policy for Ace Sports Coaching.**

**Location:** Ace Sports

**Policy Created By:** Nick McGowan

**Policy Date:** September 2024

**Review Date:** September 2025

### **1. Policy Statement**

At Ace Sports Coaching, we recognise the importance of promoting our services and celebrating the achievements of children through photography and social media. However, we are committed to protecting the privacy and safety of children in our care. This policy outlines the procedures for taking, using, and sharing photographs and videos of children, as well as guidelines for social media usage.

### **2. Aims and Objectives**

- **Protect Privacy:** To ensure that the privacy and personal information of children are protected when photographs and videos are taken, used, or shared.
- **Obtain Consent:** To obtain informed consent from parents/carers before taking or using any photographs or videos of children.
- **Promote Safety:** To safeguard children from the risks associated with sharing images and personal information online.
- **Clear Guidelines:** To provide clear guidelines for staff, parents, and carers regarding the use of photographs and social media.

### **3. Legal Framework**

This policy is guided by the following UK legislation and statutory guidance:

- The Data Protection Act 2018 and UK GDPR
- The Children Act 1989 and 2004
- Human Rights Act 1998
- The Safeguarding Vulnerable Groups Act 2006

### **4. Consent**

#### **4.1 Parental/Carer Consent**

- **Written Consent Required:** Before taking or using any photographs or videos of children, written consent must be obtained from the parent or carer. This will be done using our online portal at the point of registration.
- **Details of Use:** The consent form will specify how the images may be used, including whether they may be shared on social media, the company's website, promotional materials, or within the setting.
- **Revoking Consent:** Parents/carers have the right to withdraw consent at any time, and this request must be respected. In such cases, any images of the child will be removed and not used further.

## 4.2 Children's Consent

- **Respecting Children's Wishes:** In addition to parental consent, staff should seek the child's assent before taking their photograph, ensuring they are comfortable with it.
- **Age-Appropriate Discussions:** For older children, staff should explain how the photograph will be used and confirm that the child is happy for it to be taken and shared.

## 5. Taking Photographs and Videos

### 5.1 Approved Devices

- **Use of Company Devices:** Only company-approved devices (e.g., cameras, tablets) should be used to take photographs and videos. Personal devices (e.g., mobile phones) should not be used under any circumstances unless pre approved by management.
- **Secure Storage:** All photographs and videos must be stored securely, either on encrypted company devices or secure cloud storage, with access limited to authorised personnel only.

### 5.2 Appropriate Content

- **Context and Purpose:** Photographs and videos should only be taken for legitimate business purposes, such as documenting activities, celebrating achievements, or creating promotional materials.
- **Sensitive Situations:** No photographs or videos should be taken that could embarrass or distress a child. For example, images of children in vulnerable situations (e.g., upset, in distress, or receiving medical attention) must be avoided.

## 6. Use of Photographs and Videos

### 6.1 Internal Use

- **Display within the Setting:** Photographs of children may be used within the setting for display purposes (e.g., wall displays, bulletin boards) with appropriate consent.
- **Staff Training:** Photographs and videos may be used for staff training purposes, such as demonstrating good practice, provided they are used respectfully and with consent.

## 6.2 External Use

- **Social Media and Website:** With explicit consent, photographs and videos may be shared on the company's social media platforms, website, or in promotional materials. Children's full names should not be used in conjunction with images to protect their identity.
- **Promotional Materials:** Images may be included in brochures, flyers, and other promotional materials only if consent has been obtained specifically for this purpose.

## 7. Social Media Guidelines

### 7.1 Company Social Media Accounts

- **Authorised Use:** Only authorised staff members may post content on the company's social media accounts. All posts must align with the company's values and the safeguarding policy.
- **Content Approval:** All images and videos must be approved by management before being posted to ensure they meet the company's standards and that appropriate consent has been obtained.

### 7.2 Personal Social Media Accounts

- **Prohibition on Sharing:** Staff members are prohibited from sharing any photographs or videos of children from the setting on their personal social media accounts.
- **Professional Boundaries:** Staff should maintain professional boundaries online and refrain from "friending" or "following" parents or children on personal social media accounts. Communication should remain within professional channels.

### 7.3 Monitoring and Compliance

- **Regular Monitoring:** Management will regularly monitor the company's social media accounts to ensure compliance with this policy and to respond promptly to any concerns.
- **Reporting Concerns:** If any inappropriate content is found on social media, or if a breach of this policy is suspected, it must be reported to management immediately for investigation.

## 8. Storage and Retention of Images

- **Secure Storage:** All photographs and videos must be stored securely, either on encrypted devices or secure cloud storage, with access limited to authorised personnel.
- **Retention Period:** Images will be retained only for as long as necessary for their intended purpose, after which they will be securely deleted.
- **Disposal:** When photographs and videos are no longer required, they must be deleted securely and permanently from all devices and storage systems.

## 9. Breach of Policy

- **Disciplinary Action:** Any staff member found to have breached this policy may be subject to disciplinary action, up to and including termination of employment.
- **Reporting Breaches:** Any breaches of this policy must be reported to management immediately. Management will investigate and take appropriate action to address the breach.

## **10. Monitoring and Review**

This photograph and social media policy will be reviewed annually or sooner if there are changes in legislation, guidance, or circumstances. Regular checks will be made to ensure the policy remains effective and up to date.

**Next Review Date: September 2025**

**Policy Reviewed By: Nick McGowan**