# 🏑 Highland Hockey Club

## Social Media & Filming Policy

*(Aligned with Scottish Hockey's Ethics Manual, Safeguarding and Social Media Guidelines)*

### 1. Purpose

This policy sets out how members of Highland Hockey Club will use social media, photography and video responsibly. It ensures that all activity aligns with the club's values, Scottish Hockey's Ethics Manual, and safeguarding standards — particularly protecting children, young people, and vulnerable adults.

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### 2. Scope

This policy applies to:

- All players, coaches, officials, volunteers, parents/guardians, and supporters representing Highland Hockey Club.
- All club activities including training, matches, tournaments, and social events.
- All social media use — official and personal — where the club or its members are represented.
- All filming, photography, and live streaming of club-related activities.

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### 3. Alignment with Scottish Hockey

This policy is based on Scottish Hockey's:

- **Ethics Manual (Version 15, 2024)**
- **Child Protection and Safeguarding Guidance**
- **Social Media Guidelines for Members**
- **Privacy Policy**

These documents emphasise:

- The safe and appropriate use of photography and filming at hockey events.
- The need for **written consent** before filming or photographing children.
- That **no images should be taken in private areas** such as changing rooms.

- Respect for **opponents, officials, and spectators** in all public communications.

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### 4. Social Media Use

#### 4.1 Acceptable Use

- Use social media to **positively promote** Highland Hockey Club, field hockey, and good sportsmanship.
- Be respectful, accurate, and fair — posts must not harm the reputation of individuals, the club, or the sport.
- Never share confidential information, private communications, or internal club disputes.
- Assume anything you post online may be public and permanent.

#### 4.2 Club Accounts

- Only authorised administrators may post on official club social media accounts.
- Content should always reflect the club's values and comply with Scottish Hockey's guidance.
- Posts must not include images or videos of opposition players, coaches, or umpires without their **prior consent** (see Section 5.6).
- Administrators are responsible for moderating comments and removing harmful or inappropriate material.

#### 4.3 Personal Accounts

- When referencing the club, ensure personal posts do not suggest official endorsement.
- Avoid posting match footage or images that include other players (especially opposition players or under-18s) without permission.
- Treat others online with the same respect expected on the pitch.

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### 5. Filming, Photography & Video Use

#### 5.1 General Principles

- Photography and filming are permitted **only** when they comply with Scottish Hockey's safeguarding standards.

- The club reserves the right to **prohibit or restrict** photography/filming at any event for safeguarding or privacy reasons.
- Notices will be displayed at home venues where filming may occur.

**5.2 Consent**

- Written consent from parents/carers must be obtained before photographing or filming **children under 18**.
- Adult players should be informed when filming will take place and given the opportunity to opt out.
- Consent forms must clearly explain how footage will be used (e.g., coaching, promotion, analysis).
- Consent can be withdrawn at any time.

**5.3 Use of Images & Storage**

- No filming or photography is permitted in **changing rooms or other private areas**.
- Where possible, images should focus on the activity rather than individuals.
- Full names should not be used with identifiable images of minors.
- All images and videos must be stored securely and deleted when no longer needed.

**5.4 Personal Filming and Photography**

- Spectators and parents may take photos or short clips **for personal use only**, provided they:
    - Do not obstruct play or officials.
    - Respect other players' and parents' consent preferences.
    - Do not post images of other players (particularly opposition or minors) without permission.

**5.5 Official Club Filming**

- The club may designate an **official photographer or videographer** for matches or events.
- They must register with the club committee and wear clear identification when filming.
- Footage for promotional purposes must only feature players with valid consent on file.

- If opposition players are identifiable, **Section 5.6** applies.

**5.6 Filming & Photography Involving Opposing Teams**

- **Permission must always be sought from the opposing team** (via their team manager, captain, or coach) before filming or photographing a match where opposition players may appear.
- If the opposition team or club does not consent, filming or photography must not proceed.
- Opposition players, coaches, or officials **must not** be featured in any club social media posts, match reports, or promotional materials **without their prior consent**.
- Filming undertaken for coaching or analysis purposes should be used **internally only**, unless both teams have agreed otherwise in writing.
- Respect requests from any opposition individual or team to have footage or images removed.

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**6. Safeguarding & Privacy**

- The **Club Welfare Officer** is the main contact for concerns about photography, filming, or social media.
- Any inappropriate or unauthorised filming should be reported immediately.
- The club will comply with GDPR and Scottish Hockey's Privacy Policy when handling images or video content.
- The club will maintain records of consent and permissions granted by both home and opposition teams.

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**7. Breaches of Policy**

- Any breach — including unauthorised filming, use of opposition images, or inappropriate social media conduct — may result in disciplinary action by the Club Committee.
- Serious breaches will be referred to **Scottish Hockey** and, where applicable, statutory authorities.

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**8. Review of Policy**

This policy will be reviewed annually by the Club Committee or sooner if Scottish Hockey updates its guidance. Updates will be shared with all club members and parents.

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**Approved by:** Highland Hockey Club Committee
**Date:** 06/05/2026
**Next Review:** 31/08/2027