



**Est. 1995**

## **BROMBOROUGH BULLDOGS MEDIA POLICY**

### **INTRODUCTION**

Bromborough Bulldogs (BB) is committed to providing a safe environment for children to participate. Essential to this commitment is to ensure that all necessary steps are taken to prevent inappropriate images being taken or innocent images being adapted for inappropriate use.

The terms images/photos/photographs refer to photographs and videos captured by any device.

The term 'parent' includes legal guardians and carers.

The key principles are:

- The interests and welfare of children taking part in basketball are paramount
- Images should convey the best principles and aspects of basketball, such as fairness and fun;
- Care will be taken to ensure that images are appropriate and not open to obvious misinterpretation or misuse
- Excessive personal information accompanying images could place a child at risk and will not be allowed
- **Images will never be taken in changing rooms**
- Images should only be taken by authorised persons, as agreed in the protocol for a particular event; This should be BB personnel, but can be parents taking images of their own children with an acceptable level of accidental inclusion of others
- Unsupervised access to children or one to one photo sessions will not be approved
- All images of children should be securely stored in accordance with our Data Protection Policy
- In the case of images used on websites, particular care will be taken to ensure that no identifying details facilitate contact with a child by a potential abuser
- **These guidelines do not include 'Live Streaming' which BB does not allow**
- Any concerns should be reported to the Team/Session Manager/Game Day Host or Coach in charge at the time
- BB will often allow Coaches, Team Managers or others to take images and parents will accept this **upon commencement of membership and annually**. These images will typically be in-action shots of a small number of players or team photos.

### **TAKING IMAGES AT BASKETBALL EVENTS**

- At many events, organisers and others will reasonably wish to take wide angle, more general photos of the event sites, opening and closing ceremonies, and so on. Separate from the issue of consent for 'identifying' photographs/footage, parents and children should at least understand that these types of images will be taken during, or at specific points in the event. It is not reasonable, practical or proportionate to

require parental consent for this type of photography, or to preclude it on the basis of the concerns of a small number of parents.

- Whilst BB does not want to prevent family, friends or other spectators being able to take images at basketball events for legitimate reasons, there is evidence that certain individuals will visit sporting events to take inappropriate images of children and we should all be vigilant about this possibility.
- Any concerns should be reported to the event organiser.
- If BB host an event the Team Manager/Game Day Host will check the status of image permissions with the other club's organisers. We expect event organisers to return this courtesy.
- If parents have any particular concerns about their child being photographed or filmed, they should notify the promoter/event organiser.

## **CLUB GUIDANCE ON TAKING IMAGES AND PUBLISHING**

When confirming fixtures with the opposition, consent for taking images, including videoing the game should be discussed. The club can only give consent on behalf of the team after they have gained player and parental consent. If consent is refused, for example if there are concerns over images of one player being published, if possible, the club should manage the situation by filming/photographing when possible and make this available to the opposition after editing/reviewing the images first.

Publishing images guidance:

- Ensure that when obtaining permission from the child and their parents/guardians to record images, they are aware how the images may be used
- NEVER publish personal details (email address, telephone number, address, social media accounts etc.) of a child with their photograph
- Only use images of players in suitable basketball clothing
- Try to focus on the activity rather than a child and where possible use images that represent all those involved in basketball. This might include: boys and girls, ethnic minority communities and people with disabilities
- Ensure that images reflect positive aspects of children's involvement in basketball (enjoyment/competition etc.)
- If parents/guardians or the young person's circumstances change and they wish to remove their consent, they must inform the club in writing and must not assume the club will automatically be aware of the change in circumstance.
- Parents/Guardians and young people need to be made aware that once images are in circulation or have been published, it may not be impossible to remove them, although every effort will be made to ensure they are not used in future publications and removed where possible e.g. from a website.

## **WHEN A PARENT DOES NOT CONSENT TO PHOTOS**

### **Training Sessions**

All present will be notified that it is a 'no photo' session and no photos should be taken.

### **BB Hosted events**

Opposing Officials such as Team Managers will be informed before tip-off, but preferably 48 hours before arrival on site, that the event is a 'no photo' event.

### **Events at which BB is a guest**

We will inform the host organisers that we do not have consent for photographs and the event is a 'no photo' event. This will be done preferably 48 hours before.

Please note that at some large events it may be difficult to get all present to comply with a 'no photo' rule and the parent should be aware that BB cannot give any guarantees of 'no photo' status being upheld. This is particularly true of events held in public arenas where members of the public may be present.

Some events may have contracts and agreements for whole game recording, or promotional photographs. It may be that the best BB can insist on is that the young person concerned is excluded from any inclusion.

## **VIDEO ANALYSIS AS A COACHING/ASSESSMENT AID**

Video can be a legitimate coaching aid, and parents may need to use video as evidence for examination coursework. Permission should be requested from the opposition prior to filming. Parents must be made aware video footage must only focus on the game. Equipment can be operated on behalf of the club by any individual the club/team assigns for this role. However, the footage must be removed and stored safely after games by a club member who is an official of the club. It is the club's responsibility to ensure that the footage is used appropriately and in line with the following Basketball England Policies;

- Safeguarding Policy
- Privacy & Data Protection Policy
- Code of Ethics and Conduct

Clubs/Coaches should only upload video for analysis by external software providers where due diligence checks have been undertaken. Clubs/Coaches must not share personal information about players with external software providers which is not legitimately required for game analysis. Information shared must be limited to Player Name and Player Number.

## **USE OF SOCIAL MEDIA**

All adult personnel should be aware of the need to protect their privacy online. They should understand the risks in posting and sharing content which may damage their reputation before they link their personal webpage/profile to the club's profile.

It is inappropriate for adult coaches or any other volunteers to communicate on a one-to-one basis with players under the age of 18 years through social media or instant messaging. Coaches and staff should not be "friends" with the children they coach and they should not comment on their status as this can open the adult to allegations. Young people and children within the club should not 'friend' request members of staff and their request will not be accepted as part of club policy.

Coaches and staff should not follow social media feeds or pages for anyone under the age of 18. As your role includes a position of trust from a safeguarding standpoint, you should remain acutely aware that even following a child on social media leaves an impression of authority especially if your role relates to selection, performance, national teams or regional work.

The advice from Bromborough Bulldogs is for any adults in the club not to communicate (including tagging, befriending etc.) with young people via mobile devices, social media etc. other than the correct use of the Spond app through the club. Where the adult is in a position of authority (coach, volunteer) this is forbidden.

## **BROMBOROUGH BULLDOG'S SOCIAL MEDIA PLATFORMS**

### **Unacceptable Use:**

What is not acceptable on any platform is harassment, defamation, obscene or abusive language, the uploading of material which is libellous, defamatory, obscene, illegal, nudity, violent etc.

Such communication should be deleted and reported to the safeguarding officer with the blocking of offenders being considered.

**Under 13 yrs old**

BB Club's social media should not accept friends/follower requests from anyone under the age of 13.

**Moderation**

Where platforms allow comments from others should be checked before being published.

**Links**

BB social media platforms should have links to the BB website and to Basketball England for purposes of verification. This also allows users to report safeguarding concerns.

**Tagging**

BB's social media platforms must never tag a young person's personal page/account.

Further information can be found in BE's Social Media Policy.

Revised August 2026

Review September 2027

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