

PHOTOGRAPHY/VIDEOGRAPHY AND SOCIAL MEDIA POLICY

Eclipse Allstars Cheerleading (EAC) is committed to the safeguarding and well-being of its members and have a strict photography and videography policy in place.

EAC may use images of children to promote its activities through their website, social media, promotional materials such as posters/flyers and press releases.

Parents/guardians are asked to agree to the policies of use on initial sign up to the club. Where agreement has been given, the parents/guardians gives consent for photographs to be taken, and/or footage filmed during practices and performances for promotional materials relating to EAC (including the EAC Website, promotional material Social Media accounts).

Risk factors

- Some of the potential risks of photography and filming at events include:
- Children may be identifiable when a photograph is shared with personal information.
- Direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information.
- Inappropriate photographs or recorded images of children.
- Inappropriate use, adaptation or copying of images.
- Images accompanied by personal information, such as the name of a child and their hobby, could be used to learn more about a child prior to grooming them for abuse.

Policy Procedures

- Parental permission form needed to obtain consent for a child to be photographed and videoed.
- Obtain the child's permission to use their image.
- Only use images of children in suitable clothing to reduce the risk of inappropriate use.
- State written expectations of professional photographers or the press who are invited to an event. These should make clear EAC expectations of them in relation to child protection.
- Do not allow photographers unsupervised access to children.
- Do not approve photography sessions outside the event or at a child's home.

SOCIAL MEDIA

EAC recognises that there is no doubt that social media, can bring substantial benefit to an individual or organisation if managed appropriately. Social media provides an opportunity to promote individuals and groups,

communicate key messages, as well as allowing individuals to connect and share ideas at a low cost and to a wide audience. However, if not managed appropriately misuse of social media could, depending on the circumstances, could mean that it would face legal or 'regulatory' action.

Social media is an area of public comment, and any person or organisation is liable for any statement it makes in this sphere as if the same statement was being made in the media. Any person or organisation 'running' a 'public' profile, page or account may well have a number of journalists as followers or friends. Thus any comments, posts, photos, videos, etc. provided on social media sites have to be considered the same as communicating with the press/media.

Overall, all members must fully comply with this social media policy. Compliance with this policy is a condition of membership and any non-compliance will be subject to the EAC disciplinary procedures. EAC has the right to take appropriate action in the event of any member breaching the terms of this policy (this includes family and friends in line with our entourage policy).

Policy Item 1:

Be authentic, constructive and respectful on authorised EAC Social media profiles/pages and such as Facebook and Instagram accounts, and indeed on any personal profiles/pages and accounts.

All associates with EAC must never post malicious, misleading or unfair content about EAC, its members, other teams, sponsors, indeed any organisation or person.

Must not post content that is obscene, defamatory, threatening (harassing, bullying, etc) disparaging or discriminatory concerning EAC, its members, other academies, sponsors, indeed any organisation or person,

Must not post comments that you would not say directly to another person or organisation – you must first consider how other people might react before you post.

If you respond to published comments that you may consider unfair, always be accurate and professional.

Policy Item 2:

Be respectful and courteous on authorised EAC social media accounts.

All EAC members must:

Think before you post anything or respond to someone on-line and ensure that all of your communications are respectful and courteous. Once you have put something on-line, there is almost no taking it back and it is almost impossible to delete. Your comments may be seen by the media, sponsors, etc and could impact negatively on you and EAC.

Avoid getting into heated discussions online or talking about sensitive issues. Speak to a member of the EAC staff if you feel as though someone is trying to provoke a response from you or harasses/threatens you online.

Think very carefully before you post and/or tag an image. Be fully aware that the images you share online will reflect on yourself and EAC, so it is important that you consider this before uploading or tagging photos and videos. Also be aware that these photos may be taken out of context and used by the media or other people - so if you are not happy for the image to be shared publicly, it should not be placed on-line.

Respect other people's accounts and devices

If there is an occasion where a member leaves a mobile phone unattended or has not properly logged out of an account, do not use that person's device or account to harass others or impersonate that person and cause them and/or EAC 'humiliation'.

Policy Item 3:

Respect copyright and intellectual property regarding authorised EAC social media profiles/pages

All EAC members must:

Respect other people's intellectual property including trademarked names and slogans and copyrighted material (it is best practice to assume that all content online is protected by copyright).

Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to be on the side of caution and not post the content.

In addition to respecting the laws pertaining to copyright and Intellectual Property, respect all laws and regulations in relation to privacy (data protection).

Policy Item 4:

Respect confidentiality regarding authorised EAC Social media profiles/pages.

All EAC members must:

Only reference information that is publicly available. Not disclose any information that is confidential or proprietary to EAC, its members, its suppliers, sponsors or any third party that has confidentially disclosed information to EAC.

Policy Item 5:

Monitoring all members must note that the EAC, will be regularly monitoring use of social media by members to ensure that all are in compliance with this social media policy.

Whilst EAC may need to take formal action in appropriate cases, all members must acknowledge what is expected in terms of social media use.