

# Play Sports Juniors Netball Academy

## Photography, Video & Social Media Policy

**Policy Owner:** Play Sports Leagues Ltd / Play Sports Juniors

**Applies To:** All Academy coaches, Lead Coaches, volunteers, staff, parents/carers and participants

**Effective From:** 1st September 2026

**Review Date:** 1st August 2027

**Version:** 1.0

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### 1. Purpose

Play Sports Juniors recognises that photographs and video can be valuable for promoting the Netball Academy, celebrating children's achievements and showcasing Academy activities.

However, the use of images and video involving children must be managed carefully to protect their privacy, safety and wellbeing.

This policy sets out the rules for taking, storing and using photographs and video and establishes appropriate boundaries for social media use.

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### 2. Scope

This policy applies to:

- Academy coaches and Lead Coaches.
  - Volunteers and other adults working with the Academy.
  - Play Sports Juniors staff.
  - Parents and carers.
  - Photography or media personnel authorised by Play Sports Juniors.
  - Photographs and video taken during Academy sessions or Academy-related activities.
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### 3. Parental Consent

Play Sports Juniors will obtain appropriate parental/carer consent before using identifiable photographs or video of children for Academy purposes where consent is required.

Parents/carers will be informed about the intended use of images and will have the opportunity to provide or decline consent.

Consent may cover appropriate purposes such as:

- Play Sports Juniors social media.
- Play Sports Juniors websites.

- Academy promotional materials.
- Academy newsletters or communications.
- Other agreed promotional or operational purposes.

Consent will be recorded and managed in accordance with the Academy's Data Protection & Privacy Policy.

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## **4. Children Without Consent**

Where a parent/carer has not provided consent for photography or video, reasonable steps will be taken to ensure that the child is not identifiable in official Academy photography or video.

Coaches and other adults should be aware of which children cannot be photographed or recorded.

No child should be excluded from participating in an Academy activity simply because parental consent for photography has not been provided.

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## **5. Taking Photographs and Video**

Official Academy photography and video should only be undertaken:

- For a legitimate Academy purpose.
- By Play Sports Juniors staff or individuals specifically authorised by Play Sports Juniors.
- Using appropriate equipment and procedures.
- With the required consent in place.

Images should focus on the sporting activity rather than unnecessarily focusing on individual children.

Photographs and video should be appropriate, respectful and suitable for their intended audience.

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## **6. Use of Personal Devices**

Coaches and volunteers must never use personal mobile phones, cameras or other personal devices to take photographs or video of children participating in Academy sessions or Academy-related activities.

All official Academy photography and video must be carried out by individuals specifically authorised by Play Sports Juniors for that purpose.

Coaches and volunteers must not:

- Take photographs or video of children using personal devices.
- Store, copy or retain images or video of children on personal devices.
- Transfer Academy images or video to personal accounts, messaging applications or personal cloud storage.
- Share photographs or video of Academy participants through personal social-media accounts.

Any coach or volunteer who becomes aware of unauthorised photography or video should inform the Lead Coach or Play Sports Juniors Safeguarding Contact immediately.

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## **7. Storage of Images and Video**

Official photographs and video must be stored securely.

Where possible:

- Access should be limited to authorised individuals.
- Images should not be stored indefinitely.
- Images should only be retained for as long as reasonably necessary for the purpose for which they were obtained.
- Images should be deleted securely when no longer required.
- Images should not be transferred to personal accounts or personal cloud storage.

The handling of images must comply with the Academy's Data Protection & Privacy Policy.

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## **8. Use of Images**

Images and video may only be used for the purpose for which they were obtained and in accordance with the consent provided.

Play Sports Juniors will not knowingly use images in a way that is inappropriate, degrading, misleading or likely to place a child at risk.

Where an image is used publicly, care should be taken not to provide unnecessary personal information alongside it.

For example, photographs should not routinely be accompanied by information such as:

- A child's home address.
  - Personal contact details.
  - School address.
  - Detailed information about the child's routine or location.
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## **9. Social Media**

Play Sports Juniors may use appropriate photographs or video from Academy activities on its official social-media channels where the appropriate consent has been provided.

Official social-media accounts should be managed by authorised Play Sports Juniors staff.

Content should:

- Be appropriate for children and families.

- Represent the Academy positively.
  - Respect children's dignity and privacy.
  - Avoid unnecessary personal information.
  - Follow all applicable safeguarding and data protection requirements.
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## **10. Coaches and Personal Social Media**

Coaches must maintain clear professional boundaries with Academy participants.

Coaches must not:

- Add Academy participants as personal social-media contacts.
- Follow or interact with children through personal social-media accounts where this creates an inappropriate personal relationship.
- Direct message children through personal social-media accounts.
- Share personal photographs of Academy participants on their own social-media accounts.
- Post comments about individual children that could identify or embarrass them.
- Use social media to communicate privately with children about Academy matters.

Where communication is required, coaches should use the official channels approved by Play Sports Juniors.

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## **11. Messaging Children**

Coaches should not privately message Academy participants through personal messaging applications.

Where digital communication with a child is necessary for Academy purposes, it should be conducted through an approved Academy communication method and in accordance with the Coach Code of Conduct / Professional Boundaries Policy.

Parents/carers should be included in communications with younger children wherever appropriate.

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## **12. Parents and Carers Taking Photographs**

Parents and carers may wish to photograph or record their own child participating in Academy activities.

Parents/carers should:

- Respect the privacy of other children.
- Avoid deliberately photographing or recording children other than their own.
- Not post identifiable images of other children on social media without appropriate permission.
- Follow any venue-specific photography restrictions.
- Follow instructions from Academy staff where safeguarding concerns exist.

Play Sports Juniors may restrict photography or video by spectators where this is necessary to protect children or comply with venue requirements.

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## **13. Visitors and External Photographers**

Any professional photographer, videographer, journalist or other external person wishing to take photographs or video at an Academy session must be authorised by Play Sports Juniors in advance.

Where appropriate, they may be required to:

- Provide identification.
- Provide relevant safeguarding documentation.
- Follow Academy safeguarding procedures.
- Follow photography and data protection requirements.
- Remain within agreed areas of the venue.

Unauthorised photographers should be asked to stop taking photographs or video and the Lead Coach should be informed.

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## **14. Photography During Competitions and Events**

Where Academy participants take part in competitions, tournaments or other events, photography and video arrangements may be subject to the rules of the host organisation or venue.

Play Sports Juniors will seek to ensure that its own photography and media activity remains consistent with this policy.

Parents/carers should follow any specific photography instructions provided for the event.

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## **15. Requests to Remove Images**

Parents/carers may contact Play Sports Juniors if they have concerns about an image or video involving their child.

Where appropriate, Play Sports Juniors will:

- Review the image or video.
- Check the relevant consent arrangements.
- Consider the circumstances.
- Remove or restrict use of the image where appropriate.
- Take any necessary safeguarding or data protection action.

Requests will be handled in accordance with applicable data protection requirements.

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## 16. Safeguarding Concerns

Photography or video may become a safeguarding concern where:

- A person is taking inappropriate photographs.
- An adult attempts to photograph children without an appropriate reason.
- Images are being shared inappropriately.
- A child expresses concern about being photographed or recorded.
- A coach or volunteer breaches professional boundaries.
- Images are being stored or distributed outside authorised systems.

Any safeguarding concern must be reported immediately in accordance with the Safeguarding & Child Protection Policy.

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## 17. Inappropriate or Abusive Images

Any image or video that appears abusive, exploitative, sexualised or otherwise harmful to a child must not be copied, forwarded or shared.

The concern should be reported immediately to the Lead Coach or Play Sports Juniors Safeguarding Contact.

Where necessary, external agencies may be contacted.

Staff should not attempt to investigate or distribute concerning material themselves.

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## 18. Artificial Intelligence and Image Manipulation

Play Sports Juniors will not knowingly create or use manipulated images of Academy children in a way that could be misleading, humiliating, inappropriate or harmful.

Images of children should not be uploaded to personal artificial intelligence tools or image-generation services by coaches, volunteers or other Academy staff for personal use.

Any official use of artificial intelligence involving images of children must be specifically authorised by Play Sports Juniors and comply with safeguarding, consent and data protection requirements.

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## 19. Recording and Reporting Breaches

Breaches of this policy should be reported to the Lead Coach or Play Sports Juniors Head Office.

Significant breaches should be recorded and may result in:

- Additional safeguarding action.
- Removal of inappropriate content.

- Restrictions on photography or device use.
  - Formal investigation.
  - Disciplinary action where appropriate.
  - Removal of a coach or volunteer from Academy duties.
  - Referral to external agencies where necessary.
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## **20. Coach Responsibilities**

All Academy coaches are responsible for following this policy.

Coaches must:

- Understand which children have photography restrictions.
  - Follow Academy instructions regarding photography and video.
  - Maintain professional social-media boundaries.
  - Protect children's privacy.
  - Report concerns or breaches immediately.
  - Ensure that any authorised photography is conducted appropriately.
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## **21. Parent and Carer Responsibilities**

Parents and carers are expected to:

- Provide accurate photography consent information.
  - Inform Play Sports Juniors if their preferences change.
  - Respect the privacy of other children.
  - Follow Academy and venue photography rules.
  - Raise concerns with Play Sports Juniors where appropriate.
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## **22. Related Policies**

This policy should be read alongside:

- Safeguarding & Child Protection Policy.
  - Coach Code of Conduct / Professional Boundaries Policy.
  - Data Protection & Privacy Policy.
  - Equality, Diversity & Inclusion Policy.
  - Parent Terms & Conditions.
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## **23. Policy Review**

This policy will be reviewed annually, or sooner where required due to:

- Changes in legislation or guidance.

- Changes to Academy arrangements.
  - Significant incidents or learning points.
  - Changes to social-media or technology practices.
  - Changes to Play Sports Juniors policies or procedures.
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## 24. Key Contacts

### **Play Sports Juniors Head Office / Safeguarding Contact**

Luke Impett

Telephone: 01256 644049

Email: [luke.impett@playsportsleagues.co.uk](mailto:luke.impett@playsportsleagues.co.uk)

### **Company Designated Safeguarding Lead (DSL)**

Rob Fulker

Telephone: 01256 644049

Email: [rob.fulker@playsportsleagues.co.uk](mailto:rob.fulker@playsportsleagues.co.uk)

**Emergency Services:** 999

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## Policy Approval

**Approved by:** Luke Impett

**Position:** Schools & Community Sport Lead

**Date:** 28/8/26

**Signature:**  \_\_\_\_\_

**Review Date:** 1st August 2027