



Standard Operating Procedure

Photography & Social Media Policy

Ownership & Applicability

Person responsible for update of this procedure:	Children's Officer
Responsible for Activity:	
Applicable to:	

Approval

Drafted / Revised	Approved	Revision	Effective from
Emer O'Donnell	Ciaran O'Reilly	Rev1	June 2021

SOP Owner: _____ Date: _____

Flag Officer: _____ Date: _____

Photography & Social Media Policy

1.0 Photography

Malahide Yacht Club adopts a GDPR compliant policy in relation to the use of images of participants on our website and other publications. Our aim is to protect our young people and to ensure that only those who have a right to take photographs, do so.

We use the following guidelines when selecting imagery for publication:

- We request the permission of the participant to use their image to ensure they are aware of the way the image is to be used to represent the sport
- We ask for parental permission to use the participant's image to ensure that parents are aware of the way the image is to be used to represent the sport. We use a permission form opting in for our sail training, and in the case of events an announcement is made at the opening briefing.
- To reduce the risk of inappropriate use we only use images of participants in suitable dress. The content of the photograph should focus on the activity not the particular child.

We operate the following guidelines in relation to permission to take photographs, video, drone footage etc:

- Photographers/ film/ video operators wishing to record an event or practice session should seek accreditation with the club's Children's Officer, event organiser or leader of session.
- To ensure spectators and participants are informed of the policy, the club will display appropriate information prior to the start of an event or activity.
- We will include information pertaining to photography and permissions in our activity booking forms and notice of race material.

Photographs, when used with person information, can be used as a means of identifying children. This practice can make a child vulnerable to an individual who may wish to "groom" that child for abuse. Furthermore, the content of the photo can be used or adapted for inappropriate use. There is evidence of this adapted material finding its way onto child pornography sites. Adults, sports leaders and clubs need to work together to prevent those wishing to cause such harm to young people.

2.0 Use of Mobile phones

Malahide Yacht Club encourages both our young people and our instructors, leaders etc to be responsible in their use of mobile phones. As such we ask that the following guidelines are followed:

As a young person remember:

- If you receive an offensive photo, email or message, do not reply. Save it, make a note of times and dates and either tell your parent/ carer or the Club Children's Office.
- Be careful about who you give your phone number to and don't respond to unfamiliar numbers
- Change your phone number in cases of bullying or harassment
- Don't use the phone in certain locations; inappropriate use of your camera phone can cause upset or offence. Phones should not be used for any purpose in the changing rooms.

As a leader remember:

- Use group texts for communication among participants and teams and inform parents of this at the start of the season
- It is not appropriate to have constant communication with individual participants
- Don't use the phone in certain locations; inappropriate use of your camera phone can cause upset or offence. Phones should not be used for any purpose in the changing rooms.
- Avoid taking, retaining or disseminating pictures/ videos of individual children without appropriate permissions & precautions.

3.0 Websites & Social Media

Malahide Yacht Club adheres to the guidance of our governing body, Irish Sailing, on the use of material relating to young people on our website and social media channels.

We adhere to the following principles:

- Guidelines in relation to photography (outlined above) apply to our website and social media channels
- We ensure that the content and language on our site etc including contributions to blogs, forums etc is not inappropriate for younger visitors and does not link directly to unsuitable material on other sites.
- Where parents or others identify inappropriate content, or online bullying we request that they contact the Club Children's Officer immediately who will arrange to have the content removed
- We do not knowingly use social media as a means of communicating directly with children or young people