



DVASC Communication Policy – May 2018

- **Social Media**
- **Electronic Communication**
- **Use of a Mobile Phone by Coaches and Teachers**
- **Communicating with Children and Young People**
- **Photography Guidance – May 2018:**

To be read / followed by all coaches, volunteers and committee members.

Social Media:

The club will have one nominated Social Media 'controller' who will sit on the Committee. The controller will ensure they monitor regularly all social media platforms to ensure that the club adheres to the policy. Additional people may post to Social Media on behalf of the club however the controller must ensure that people are aware of and adhere to the policy.

Access will be restricted to:

- Coaches
- Committee Members
- Senior Swimmers

The controller must ensure that a record is held and maintained that captures details of all person that post to Social Media on behalf of the club.

Facebook:

Photographs of swimmers can be posted (see guidelines below). Photographs posted to the Facebook page will be reviewed on a 6 monthly basis to ensure that only current swimmers / swimmers with permission are present. Profile photo will always be the current club logo or a stock photo acquired from a third party organisation for marketing purposes. Cover photos can contain swimmers but must be reviewed in line with Policy.

Posts to Facebook will be limited to sharing success i.e. Congratulations to 'first name of Child only', bronze medallist in the 400 IM Regionals and results. If posting regarding meet 'check in' it must be done using the check in facility on Facebook and no further details other than Meet / Event name will be added.

Twitter:

Photographs of swimmers can be posted (see guidelines below). Photographs posted to the Twitter account will be reviewed on a 6 monthly basis to ensure that only current swimmers / swimmers with permission are present.

Posts to Twitter will be limited to sharing success i.e. Congratulations to 'first name of Child only', bronze medallist in the 400 IM Regionals and results. If tweeting regarding meet details must be limited to Meet / Event name.

Instagram:

Photographs of swimmers can be posted (see guidelines below). Photographs posted to the Facebook page will be reviewed on a 6 monthly basis to ensure that only current swimmers / swimmers with permission are present.

Posts to Instagram will be limited to sharing success i.e. Congratulations to 'first name of Child only', bronze medallist in the 400 IM Regionals and results – if including Meet / Event details this must be limited to Meet / Event name.

All Social Media Platforms:

1. ASA members in a position of trust and/or responsibility should not be in direct contact with young people through social networking sites (younger coaches between the age of 18 – 21 are excluded from this rule providing they were in contact with a swimmer prior to taking a coaching position).
2. Should a young person in your club request to become a 'friend' on your social networking site, or request that you become a 'friend' on their own social networking site, you should decline if:
 - a. You are in a position of responsibility in respect of that child.
 - b. You hold a position of trust and responsibility in your club.
 - c. Your contact with the child is through an ASA club and the parent/guardian of the child does not give their consent to such contact.
3. The social network site should never be used as a medium by which to abuse or criticise ASA members, ASA clubs, or any member of the public or other organisation and to do so may be in breach of ASA Rules and Regulations.
4. As a club we will not post photographs on Social Media. The following must be followed when photographs are taken of swimmers for use in the local press. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the ASA Photography Policy. Always make sure that you take safeguarding precautions. All images of children under the age of 18 must be:
 - >> Above the waist; or
 - >> In full clothing, not swim suits.You can see the full guidelines in the ASA Photography Policy.
5. Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays. Names can be included but as a club we will only use the first name of a swimmer i.e. Olivia not Olivia Hilditch.

Electronic Communication:

Phoning, texting or e-mailing a young person:

1. Coaches and teachers should not personally hold the mobile phone numbers or e-mail addresses belonging to young members of the organisation.

2. Coaches can hold the phone numbers and e-mail addresses of members' parents with their consent, in order to get messages to members. It is then the responsibility of the parent to inform the child of the message.
3. In limited circumstances, it may be necessary for coaches, team managers or chaperones to have mobile phone contact details of the members, e.g. at an away camp for safeguarding reasons. In such circumstances, the individual holding the contact details must:
 - be DBS checked
 - have undertaken appropriate safeguarding training
 - have the consent of each member's parent or guardian to temporarily hold that information for the purpose of the event. The members' phone numbers should then be deleted after the event.
4. Organisations and/or coaches may wish to have the ability to contact members on a group basis. This may be required in order to inform members of changes to training or lesson times, for example. It is recommended that organisations develop a secure page on their website for this purpose, which is open for members to view and is accessible through a variety of devices such as mobile phones, tablets and laptops. This page could be accessed by either the member themselves, or by their parent if preferred, as no direct one-to one contact is available to individual members.
5. Coaches of elite athletes under 18 but over 16 may, with the consent of the athlete's parent or guardian, use text messaging or e-mail to communicate with the athlete for training and competition purposes only. It is recommended that such communications are also copied to a parent or guardian to safeguard the member and the coach.

Use of a mobile phone by coaches and teachers:

1. Coaches and teachers should not take or make calls whilst supervising young members in a teaching or training session. It is permissible for a coach to make or take a call during an event, providing they are not the sole supervisor of the members and are not actively engaged during warm up or swim down at the time of the call.
2. Coaches who have mobile phones with camera facilities must fulfil the obligations set out in the ASA Photography Guidance
3. Whenever mobile phones are taken into changing rooms, the camera facility must not be used. See the ASA Changing Room Policy
4. The publishing of a photograph of a member under 18 years should only be done with the parent's consent and it should be noted that parents and guardians have the right to refuse to have their child photographed.
5. If a photograph is taken for publication, it should adhere to the guidance provided in the ASA Photography Guidance. Details which identify the individual in the photograph, such as full name, place of residence or school attended, should not be given alongside the photograph.
6. In the event of a member showing a teacher or coach a text message or image which is considered to be inappropriate for a child to have, the teacher/coach must advise the nominated person at the organisation, most likely the welfare officer.

Coaches aged 18 to 21:

1. The ASA recognises that many young coaches aged 18 to 21 will have been members themselves before becoming a coach, and will be friends with their fellow members, some of whom will still be between the ages of 16 and 17. It is therefore plausible that they will have the personal contact details for those members. The ASA accepts it would be inappropriate to require young coaches to remove the details of those members from their contact lists.
2. Therefore, in such cases:
3. If a coach aged 18 to 21 had phone and/or e-mail details who were/are swimmers aged between 16 and 17 prior to undertaking the role of coach, the ASA does not expect them to remove those members from their contact list.
4. However, the coach is advised to inform the welfare officer and the head coach.
5. The head coach should make every effort to ensure the coach is not the primary coach for those specified young persons except on an occasional basis.

Guidance on communicating with children and young people:

When an adult within the Club communicates with children or young members, they must do so in an appropriate and safe manner whether that is in person, by phone or text, online or via a social networking site.

Wavepower provides guidance on how to react to a child if they disclose concerns or abuse to you in person. However, you may find a member uses other forms of communication to do so, even if you have followed the ASA guidance and not shared your phone, e-mail address or social networking details with that person. Should that happen, we do not want you to stop that communication as it breaches our guidance, but you should advise the welfare officer of the contact immediately and follow the guidance in Wavepower as to how to deal with any disclosure or concern raised.

Generally speaking, if you do not share your contact information with members, they will not find your phone number, e-mail or social network site details. However, if this should happen and they are not disclosing concerns as outlined above, it is important you make them aware that you will not be communicating with them on this medium and inform the welfare officer immediately. The welfare officer will take action as required, ensuring contact by the member is not repeated.

There are exceptions to every rule and this is outlined in ASA guidance. However, all those in a position of responsibility in the organisation must remember that they have to ensure they are appropriate at all times with individuals under the age of 18 and maintain appropriate, professional relationships to safeguard the young people and themselves.

ASA Photography Guidance:

This guidance applies to all images and videos taken on any type of camera or recording device (including mobile phones). It applies to all training sessions, activities and events run by an ASA affiliated organisation.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused and children can be put at risk if common sense procedures are not observed.

The ASA Photography Guidance aims to help organisations avoid three potential sources of child abuse:

1. The use, adaptation, sharing or copying of images for child abuse purposes, either electronically or in print.
2. The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being 'groomed'.
3. The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:
 - They have been removed from their family for their own safety.
 - There are restrictions on their contact with one parent following a parental separation.
 - They are a witness in criminal proceedings.

Recommended best practice:

1. The publishing of a photograph of a member under 18, either on a notice board or in a published article or video recording (including video streaming) of a competition ('Publication') should only be done with parental consent and in line with ASA guidelines.
2. A parent or guardian has a right to refuse to have their child photographed. The exercise of this right of refusal should not be used as grounds for refusing entry into a competition. Therefore, any photo that may go to press or on a notice board, be it through a member of the organisation or an official photographer, should receive parental consent before being published or displayed, preferably in writing.
3. In the case of any event or competition where the host organisation has an official photographer, all parents of members who are attending should be made aware of this in the event details. If photos are to be published anywhere, each individual parent should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention.
4. The ASA guidelines state that all photographs for publication must observe generally accepted standards of decency, particularly:
 - Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
 - Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
 - Poolside shots of children should be above the waist only in a swimming costume, though full length tracksuit shots are approved.
 - Photographs should not be taken from behind the starting blocks or that show young participants climbing out of the pool.
5. Published photographs may identify the individual by name and organisation but should not state the member's place of residence or school attended. The ASA does not wish to stop parents photographing their child if they wish, but all organisations must ensure they do all they can to safeguard each child's wellbeing.
6. In some cases, the organisation will ask a member or officer to act as an official photographer for an event and in some cases they may employ a specialist photographer. Their role is to take appropriate photos that celebrate and promote aquatics.

7. When taking any image, they should be asked to:
 - Focus on the activity rather than the individual child.
 - Include groups of children rather than individuals, if possible.
 - Ensure all those featured are appropriately dressed.
 - Represent the broad range of youngsters participating in swimming – boys and girls, children with disabilities, members of minority ethnic communities, etc.
 - Organisations should screen applicants for their suitability (just as they would check any other member of staff or volunteer working with children) and then provide training and information on the organisation's child safeguarding policies and procedures.
 - The official photographer (whether a professional photographer or a member of staff) should receive clear instructions, preferably in writing, from the organisation at an early stage.
 - The organisation should provide them with a copy of this guidance and a clear brief about what is appropriate in terms of content.
 - Images should not be allowed to be taken outside the activity being covered.
 - The organisation should determine who will hold the images recorded and what is to be done with them after they have served their purpose.

Guidance on filming children during training sessions:

1. The filming of children during training sessions is not recommended. The requirement for any filming must be justified by the organisation, (e.g. to assist in stroke development).
2. Assuming filming is justified, written consent is required from the parents of each child who should then be invited to attend the filming and to subsequently view the video.
3. The individual who is responsible for filming should exercise caution when recording and ensure the content of the footage is appropriate, following the advice outlined above. Filming should cease and/or the footage destroyed should any concerns be raised or if consent is withdrawn.
4. Once the footage has served its purpose, it should always be destroyed, unless the need to keep it can be justified.

Mobile phones:

1. Mobile phones should be registered as a camera if it has that facility in order to adhere to our policy on cameras. All organisations need to make their members aware that while the ASA does not support the banning of phones, as children need them to keep in touch with parents, particularly in emergencies, we do support the requirement that phones should emit a 'noticeable sound' if the camera facility is used.
2. Organisations should also remind members that any photos taken should fall within our guidelines and that if mobile phones are taken into changing rooms, the facility to take photos must not be used. Please also refer to the ASA Changing Room Policy in addition to the guidance on child abuse images and on the use of electronic information.

Should photographs or footage of children be posted on an organisation's website?

It is recommended that photographs or footage of individual children should not be kept on an organisation's website, and certainly not with the child's name as this could lead to the child being identified, approached and placed in a vulnerable position. The same applies to printed materials such as an organisation's annual report or kit. Many organisations will use a child's first name, surname or nickname only, with parental consent, so as not to identify them fully.

Parental consent may be withdrawn at any time and the organisation should take all reasonable steps to respect the wishes of the parent/carer.