LIVE STREAMING GUIDANCE

(Events, Clubs and Teams)

CONTENTS

(Updated October 2020)

1 OVERVIEW & PRINCIPLES

Technology is fast moving, new ideas, websites and apps are developed on a regular basis. Live streaming has become increasingly prevalent over the coming years or so due to the ease it brings in showcasing games and events.

Live streaming is a live visual broadcast over the internet. All you need to be able to live stream is an internet enabled device, like a smart phone or tablet, and a platform (such as website or app) to broadcast on. At the click of a button, you can broadcast anything you are doing across the world without delay or edit.

With the popularity of live streaming ever increasing and with children, young people and adults at risk taking part, it is important to remember that live streaming can be both unpredictable and hard to moderate which is understandably worrying for parents and carers. It is increasingly significant to ensure that all of those involved within a live stream understand what risks children, young people and adults at risk may face and take the practical steps to make an individual's basketball, and online, experience safer. Basketball England has some basic principles when it comes to photography, videos, and images:

- The interests and the welfare of children, young people and adults at risk taking part in basketball are paramount
- Parents/guardians and children/adults at risk should consent for images to be taken and used
- Parents/guardians and children/adults at risk have a right to decide if their images are to be taken, and how those images may be used
- Consent only lasts for one year and is not indefinite
- Excessive personal information accompanying images could place and child or adult at risk in jeopardy
- Images should never be taken in changing rooms
- Images should only be taken by authorised persons
- All images should be securely stored
- In the case of images used on websites, care must be taken to ensure that no identifying details facilitate contact with a children/adults at risk by a potential abuser

By adopting the points highlighted in these guidelines, you will be putting into place the best possible practice to protect children, young people, and adults at risk.

Basketball England has developed this guidance, with the Child Protection in Sport Unit (CPSU) to ensure that when live streaming is used, best practice, good guidance, and some simple steps to safeguard all of those involved are taken to keep the basketball environment as safe as it can be.

This guidance has been developed in-line with Basketball England's Photography Guidance and aims to help build upon it. This guidance does not supersede the photography guidance or make redundant.

2   USING LIVE STREAMING

The following information and steps must be considered before live streaming a game or event that involve children, young people and adults at risk.

2.1 CONSENTS

Before any live streaming is undertaken, consent must be obtained from the parent/guardian/carer of the child, young person or vulnerable adult.

Consent must be sought from all individuals that will be involved. Without consent from one individual in the group, the live stream must not go ahead. Whereas you may be able to manage photography, when it comes to one individual declining consent, a live stream cannot be edited or filterer to avoid an individual and therefore it cannot go ahead.

You must never assume someone has given consent if you cannot evidence that consent if questioned.

When the individual and parent/guardian/carer is giving consent, they must be informed of the following:

- Where the live streaming will take place (Facebook, YouTube etc).
- Will the stream be set up in any way, such as restricting 3rd party embedding, what page/profile it will be streamed onto (if applicable).
- How the game will be advertised on the stream (teams, venue, names)
- Who the stream will be monitored by and for what purpose
- When the live stream will go live and when it will end
- Once the stream has finished, where the footage may be published and/or stored
- Where the consent forms will be stored
- How any individual can withdraw their consent if they wish to do so.

Consent must be granular and clear so that everyone is clear on how it will operate, this is extremely important when it comes to adults at risk and participants who may have additional needs. The consent must not be long winded and confusing so that an individual is consenting to something they don't understand.

Basketball England has developed a basic live streaming consent for clubs for single-use, to edit and use if required. It can be downloaded here:

[Download the Live Stream Form for Clubs](#)

If you wish to seek consent from parents for a season, there is a consent form here which you can edit to cover multiple games. Before using this consent form, it is important that you conduct your own checks on the opposition teams to ensure you are satisfied that the stream will be safely managed.

[Download the Live Stream Form for Multiple Clubs](#)

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2.2 BEFORE THE EVENT

Before the event, some basic steps and set ups should be taken to ensure the live stream can run smoothly:

- **Get consent**

As highlighted above, consent must be obtained from each individual participant before live streaming can go ahead.

WITHOUT CONSENT YOU MUST NOT LIVE STREAM ANY EVENT

- **Choose the platform that you will be streaming from**

You will need pick a live streaming platform that you wish your event or game to be streamed through. You will then need to familiarise yourself with the platform to understand how it works, how it is set up and what security/privacy settings can be place on the stream. Different platforms can provide different and varying services, some for free but some come at a cost, so you should do your research across the board to ensure you find the right fit for your needs.

- **Identify who will be leading on the live stream**

You need to think about which individual will be leading on organising the live stream. This person should have a basic understanding of how the live stream is set up and works and be able to answer any questions that anyone may have around this. They must also be familiar with the platform being used and how it should be managed. They must be familiar with your responsibilities in terms of data protection.

- **Camera & Equipment**

There are many different cameras or equipment available to be able to set up a live stream. As it varies widely in terms of set ups, connections, and quality of the live stream, you will need to consider these points:

- The type of camera – what kind of quality live stream do you want to achieve?
- The connections required between the camera, laptop/computer/device, and the live streaming platform – does the camera connect with your laptop or device?
- The live streaming platform requirements - does it require a certain connection or camera?
- Any additional equipment, such as tripods?

Considering the above will help aid you in finding the right equipment before the event and help ensure that the running of the live stream is not hindered.

- **Wi-Fi/Internet Connection**

Probably the most obvious necessity, is a solid, reliable Internet connection. Any distance or surfaces between the transmitter and receiver will degrade the signal strength, and thus the connection speed.

If it's at all possible you should use a wired connection. A wired connection will be faster than a wireless connection, won't be affected by radio interference, and your connection speed will remain constant.

Venues may have varying internet connections, so you will need to get access to the one that suits you. It may be worth speaking to the venue about live streaming beforehand as they may have experience of it before.

Some venues may require you to pay extra to upgrade to a better internet connection, so you may need to consider this.

- Location of the camera/live stream

Before the event set up you will need to look to accommodate where the live stream & camera needs to be set up in the venue. Giving the right amount of space means that it shouldn't be encroaching on the court, blocking fire exits or using up unnecessary amounts of space that could be used more effectively for other needs.

Thinking about the cables and wiring that may be used to run the stream should also assist in ensuring the spectators & participants safety isn't compromised.

The live stream needs to be considered within your event risk assessment and event welfare plan.

- Making the spectators aware

Putting up some posters around the venue to make the spectators aware that live streaming is going on is extremely good practice. It doesn't have to be detailed but the poster will need to identify the live streaming, where the camera is located and if they have any concerns, who to speak with.

- You should consider an area for spectators who don't wish to be on the live stream

You will need to look at having an area in the venue where you can place spectators who don't wish to be on the live stream. It could be something as basic as having their backs to the camera or sitting them in line with the camera, it really depends on the venue that you are in. Again, this should be referred to in your risk assessment and event welfare plan.

- Run a demonstration beforehand

It may be worth setting everything up and ensure it works before the big day. This will help avoid any hiccups during the event, help you get used to the stream and iron out any irregularities.

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2.3 DURING THE EVENT

- **The live stream will need to be monitored throughout its whole duration**

You will need to have someone monitor the live stream throughout so that any incidents or inappropriate behaviour can be logged and reported. It also means that the live stream can be pulled immediately if needs be if the welfare of any child, young person or vulnerable adult is put at risk.

You can also monitor comments, use of the stream and see if any use falls outside of the code of ethics and conduct. If it does, it enables you to take swift action to block and/or ban any individual who uses it inappropriately.

- **Don't stream longer than needed**

You should only stream for the event and not stream for longer than required. There is no need to stream 30/40 minutes before the event, you should look to set the stream going 5 minutes before the event.

This helps prevent individuals getting a hold of the stream and distributing it way before the event starts to people and to different areas of the internet. A lot of this should be covered by how the steam is set up on the platform as some prevent streams from being distributed or embedded.

- **Be prepared to take the live stream down**

Being prepared to take the stream down at any minute is vital.

If you recognise that the use of the stream is being used inappropriately and you feel the welfare of the individuals involved is at risk, you must pull the stream immediately.

- **Focus on the game itself and not the individuals**

The footage should be of the overall game itself and not be singling out individuals throughout the whole game. Keeping the stream as general as possible helps in protecting children, young people, and adults at risk from over-wanted attention and can lead to them being easily identified by individuals who may wish to harm them or identify them outside of the event.

2.4 AFTER THE EVENT

Just because the event has finished, and the stream has ended doesn't mean there isn't anything left to do with it.

- **Ensure the stream has ended**

Always double check that once you have ended the stream, that it has ended. Depending on the device and streaming service used you may think it has ended and decide to walk off into an unsuitable area for photography use so it is always best practice to double check.

- **Remove/Send/Download/Post the live stream**

Depending on what you indicated on your live stream consent form you may have some steps to take in terms of handling the live stream now its out there on your platform:

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Remove – You may wish to remove the live stream totally and keep the footage private after it has been done

Send – You may want to look at sending the video out to the individuals that were involved within the live stream (such as the players and coaches – ensure you have permission to do this).

Download – You may want to download the video and keep the video footage on file for future use.

Post – You may want to post the video on more platforms that it was streamed on (e.g. a club's YouTube channel)

What you do with the stream should sit within the consent form and you should not be using the video for anything other than the stated terms on the consent form. If you use the video outside of the terms set in the consent form this will be in breach of Basketball England's Photography and Video policy and any breaches can and will be investigated by Basketball England.

- **Take statistics from the live stream**

Depending on your live streaming platform you may be able to take some statistics from the live stream such as:

- Overall number of viewers
- How long the viewers watched for
- Location of the viewers
- Gender and age of the viewers
- Any noticeable trends and reactions to the stream

Taking these stats can provide you with some great insight into the stream and may assist you in improving your live streaming in the future.

3   SAFEGUARDING & LIVE STREAMING

Clubs and teams benefit from using images of young participants to promote and celebrate activities, events, and competitions.

However, the use of photos and videos on websites and social media and in posters, the press, or other publications, can pose direct and indirect risks to children and young people if not managed correctly.

Therefore, when it comes to live streaming, some additional advice and guidance should be considered to safeguard and protect children, young people and adults at risk.

3.1 GOOD SAFEGUARDING PRACTICE

- **Display live streaming poster**

Creating a poster and displaying around the event is a good way of making all individuals aware of what is going on inside of your event. It allows for people to be able to position

themselves in a place that suits them, and it makes sure people aren't being broadcast without their knowledge.

You have a duty of care to safeguard the individuals who are on the court but also, that duty of care extends to those who are in attendance in another capacity.

- **Create behaviour guidelines for during live streaming**

All those involved in the game should be reminded of the Code of Ethics and Conduct to ensure appropriate behaviour throughout. This could be addressed before the event by sending out the Code of Conduct to the teams or through a pre-match meeting. Participants should be reminded that any Code of Conduct breaches in-person or online will be reported to Basketball England.

The spectator code of conduct should also be considered and advertised throughout the venue. Basketball England's code of conduct can be found on our website below:

Download Basketball England's Code of Conduct

- **Focus on the team**

With the same principles of photography and video, the stream needs to be focusing on the whole team and not just specific individuals. Focusing on specific individuals for long periods of time could lead to identification and potential unwanted contact from inappropriate individuals who may wish to harm children, young people and adults at risk.

- **Always in the venue**

The stream must be kept within the venue and focused on the game.

By allowing the stream to 'wander' and be used within other areas of a facility e.g. the changing rooms, may encourage inappropriate use.

It is best practice to keep the stream focused on the court solely to promote the game.

- **Identify who is responsible for the stream for any concerns**

Identifying an individual who is responsible for the stream and informing everyone of this provides a point of contact if any concerns, enquiries, or questions arise. This allows for quick fixes or action to be taken if there is any poor practice being observed or breach of policy when the live stream is underway.

3.2   POOR SAFEGUARDING PRACTICE

With any form of photography, video and use of images there is always an inherent risk when children, young people or adults at risk are involved. Being aware of poor practice when it comes to photography, images, video and live streaming will aid you in being able to spot poor practice when it occurs.

- **Focusing on individuals**

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Focusing on specific individuals for long periods of time and in particular including a child's personal information alongside their image can lead to them becoming vulnerable to individuals looking to locate, contact or 'groom' children for abuse.

Therefore, focussing on the team is paramount to safe live streaming.

- **Never live stream in private**

Live streaming should always take place in a public area. It shouldn't be confined to any private areas within a facility such as a meeting room or the changing rooms. Even with the best intentions it can lead to allegations of a safeguarding nature and warrant investigation by Basketball England.

Keeping the stream set on the game and in the main venue allows for transparency and adhance to best practice when it comes to photography, video and images of children, young people, or adults at risk.

- **Too much information on advertising the live stream**

Other details identifying the sports organisation, school, or club, can be used to groom a child, young person, or adult at risk. Advertising alongside the live stream the venue name, team names, individuals' names involved in the game can potentially lead to individuals being identified by unwanted individuals e.g. an estranged parent due to previous concerns about domestic violence.

- **Leaving the stream unattended or not monitored**

Leaving the stream unattended or not monitored allows for standards to drop, inappropriate behaviour to creep into the live stream and potential unsuitable use of the live stream. Having it monitored and attended ensures that standards of practice around the live stream are kept high, the use of the stream is used for its intended purpose and if there is any inappropriate behaviour or misuse occurring it can be addressed swiftly.

3.3 APPS & SOFTWARE

There are a wide range of apps and software that are available to use for live streaming and each has its pro's and con's. Below are some advantages and disadvantages around some of the more popular apps and software.

This is not an exhaustive list, or an endorsement of the apps/software detailed below. Each club, team or person who is looking at including live streaming should research each app and/or software that they wish to use and do their own due diligence when selecting their preferred choice.

FACEBOOK

Facebook Live is the live streaming feature attached to Facebook. Users can film and upload videos in real time. If a user's Facebook profile is public, any other user can search for their live video and view it by searching for key words within the title or location tags. If their profile is private, only their friends will be able to view their live video. Live videos can last as long as 4 hours and remain on Facebook until the user deletes them.

As with images, users can mark their location and tag friends in their live video. When watching a live video, viewers can leave live comments whilst the video is playing. This creates a comments thread underneath the playing video and will remain there when the

video has ended. Users can also choose to 'like' or react to a video using a range of symbols/emojis. These are seen by the user as they are filming.

Live streaming means that anyone streaming is not able to edit/review their video content before it is uploaded. Live streaming can be both unpredictable and hard to moderate which is understandably worrying for parents and carers. In some instances, it can lead to accidently sharing more information than they intended. Before going live, give your Facebook account a privacy check by tapping Privacy Shortcuts, then Privacy Check-up in the help and settings menu.

Facebook enables users to report inappropriate content also.

YOUTUBE

YouTube is a video sharing website and app that allows users to share, view and upload videos via mobile, tablet, laptop and desktop computer. YouTube has a specific area of the site that allows viewers to watch, create and upload live videos.

Live videos are created in real time and can be instantaneously streamed on YouTube without editing. Viewers can choose to watch live videos by clicking on the 'Live tab'. Various media outlets such as Sky and BBC have Live channels on YouTube.

Individual users with YouTube channels can also create live videos and share their own content. Content in Live videos is moderated in the same way as other YouTube videos. Users can flag inappropriate content using the 'flag' icon. When a video is flagged, YouTube staff review the content and decide whether the content violates YouTube Community Guidelines. YouTube may then decide to apply age-restrictions to the video or remove the video from YouTube.

YouTube has 'community guidelines' about what content should and shouldn't be uploaded and states that any video content that breaks these guidelines will be removed or become age-restricted. These can be found at: https://www.youtube.com/yt/policyandsafety/en-GB/communityguidelines.html

If your club or team has their own YouTube channel, it is important to be aware of what you can post and who can view it. We would recommend you have a conversation as a club or team to understand what might or might not be suitable for you to share. Are you and your participants comfortable with the idea that a video could be seen by anyone all over the world? Does the video contain identifying features – school uniform, your house or local area – which might enable a viewer to trace your participants?

It can be difficult to keep ownership or control of a video once it has been posted on the internet. The video may be copied or reposted without your knowledge and it can then become difficult to remove every copy online. Similarly, to other social media platforms, YouTube has a private messaging function where users can send each other messages and videos.

When a video is uploaded to YouTube, the automatic default is set to public so anyone on the YouTube site, even if they aren't registered, could potentially view the video. This can easily be changed by adjusting the privacy settings on the account. The three different privacy settings are as follows:

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- **Public** - A default setting that allows any user on YouTube to view the video
- **Private** - Allows you to restrict your video to be viewed by only yourself and other users that you select
- **Unlisted** - Only people who have the link to the video can view it. The video will not show up on your channel page or come up in any YouTube search filter

To adjust these privacy settings:
For a computer: sign in to the account and go to creator studio > video manager > video > edit > select privacy setting > save

For android/iPhone: sign in to the account and go to my videos > next to the video you want to change tap the menu icon > edit > select privacy setting

If another YouTube user posts a video of you, your team, and/or its participants, or shares your personal information, without your consent, you can request this content to be removed.

Detailed instructions on how to do this are available on the YouTube Safety Centre at https://www.youtube.com/yt/policyandsafety/en/GB/safety.html

INSTAGRAM

Instagram is a service which allows the user to take and edit photos and videos and then post them online. It can also be used to share photos and videos on other popular services such as Facebook, Twitter, Flickr, Tumblr and Foursquare.

To create an Instagram account, the app has to be downloaded. Once an Instagram account has been set up, it can also be accessed through the Instagram website on other devices.

Like many other popular apps, Instagram have introduced a 'live streaming' feature. This allows users to create and upload videos in real time. Live videos are then instantly uploaded to Instagram and can be seen by a user's followers (people the user has allowed to view their profile if they have a private profile) or by anybody (if they have an open profile). Followers or other unknown users can comment on the videos as they are being viewed.

These videos do not show on the user's profile. As with all content on Instagram, imagery can be screenshot or recorded and can remain on the internet despite the live video ending.

The default privacy setting within Instagram allows anybody to view and comment on a user's photos and videos. However, privacy settings allow the user to decide if they want only their 'followers' to see their photos and videos, and the comments about them.

Users can use privacy settings to share photos and videos with their followers only.

To set posts to private from the Instagram app:

Apple iOS

1. Go to profile by tapping
2. Tap
3. Turn on the Private Account setting

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Android

1. Go to profile by tapping

2. Tap

3. Turn on the Private Account setting

Windows Phone

1. Go to profile by tapping
2. Tap Edit Profile
3. Turn on the Posts are Private setting by checking the box and then tap the check mark to save changes

Please note:

- Profile photos, usernames and the bio screen will always be public.
- Users can block and remove followers on Instagram. The person who is blocked won't be informed about this.
- Shared private Instagram posts sent to social networks (e.g. Twitter) can be seen by the public unless you have set up your privacy settings on those social networks too.
- Remember to look out for location-sharing which users can enable with the 'Add to your Photo Map' feature. It is set 'off' by default. When it is on, this feature publishes the location in which a photo or video was taken, which is risky information to share publicly if children, young people, and adults at risk are involved.

Instagram has developed a filter that will block certain offensive comments on posts and in live video. All other comments will appear as they normally do, and you can still report comments, delete comments, or turn them off.

SNAPCHAT

Snapchat is a mobile application that allows users to create, edit and share pictures and videos. Images sent on Snapchat are often referred to as 'snaps'. Snapchat's tag line is, "life's more fun when you live in the moment". Thus, Snapchat focuses on capturing 'moments' quickly; users take images and videos and send them instantly.

The unique feature of Snapchat is that images disappear with seconds. Snapchat users can specify how many seconds they would like their images to be seen by the recipient(s). This can range from 1 to 10 seconds. After the chosen time, the image will 'disappear 'from the recipient's view. However, this does not necessarily mean that images are permanently deleted. Images can be screen shot by other users or recorded using another device.

Snapchat alerts users when a screenshot has been taken, however this is not always 100% accurate.

Snapchat users can use 'geofilters' – these are overlays that include graphics and picture effects that show where a person is in the world. This uses the phone's geo-location data.

Images and videos can be sent directly to other users via Snapchat. They can also be downloaded and shared on other platforms such as Facebook and Instagram.

Previously known as 'Our Stories', 'Live Stories' allow users to take images and videos and create a story with other Snapchat users based on their geographic location. For example, if

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a Snapchat user is at an event such as a music festival, they can create content that will be added to a collective Snapchat 'story' relating to that event. The story is compiled by Snapchat and can only be created when a user's geo-location is enabled. Stories can be viewed by any Snapchat user even if a contributing user's profile is 'private'.

The brief nature of Snapchat is a fun feature but can mean images make be taken on impulse without thought that people might later regret. Images and videos can be screen shot or recorded with another device, meaning that they may become permanent.

It can be risky to share location using apps especially when children, young people and adults at risk are involved. You should look to keep your geo-location private, especially if children, young people and adults at risk are involved, by going into the app settings and disabling location for Snapchat. Everyone should be aware that:

- If you choose 'Everyone' for 'Who Can Contact Me,' Snapchat users you haven't added will be able to send you Snaps and Chats.
- If you post a Snap to your Story, and then change your settings so only friends can see your Story, others may still be able to see the Snaps you posted before the change.
- Even if Snapchat have not notified you that an image has been screen shot; this may still have occurred. Third party apps have been created that allow users to download software that hide when they have screen shot an image or video.

PERISCOPE

Periscope is a live streaming app, developed by the creators of Twitter to share live, Realtime events and news stories from around the world.

Periscope allows users to broadcast live videos to the public or a 'group' (a selected number of chosen users). Live streaming can be both unpredictable and hard to moderate as videos are not edited prior to being posted.

With live streaming, there is no opportunity to pre-record or edit content, therefore it's important to consider whether there is anything in the video that could enable other users to identify any child, young person or adult at risks' location or identity.

4. FURTHER GUIDANCE & LINKS

Thinkuknow have worked with young people to understand their thoughts around live streaming and they have found that young people often do not realise that live streamed videos can be recorded. Speak to any child, young person or adult at risks' that you work with to ensure they understand that anything they do online can be recorded without their knowledge or permission.

IF YOU HAVE ANY CONCERNS ABOUT GROOMING, SEXUAL ABUSE OR EXPLOITATION ON FACEBOOK OR ON ANY ONLINE APP OR SITE, REPORT TO CEOP AT WWW.CEOP.POLICE.UK/SAFETY-CENTRE.

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For more advice and guidance around different apps, please see links below to 'Thinkuknow' and 'Net Aware' that provide guidance for parents around many different apps and websites:

THINK YOU KNOW – WWW.THINKUKNOW.CO.UK/PARENT/SUPPORT-TOOLS/HOW-TO-GUIDES/

NET AWARE – WWW.NET-AWARE.ORG.UK/NETWORKS/?ORDER=TITLE

For more advice and guidance around child protection and safeguarding in sport, the Child protection in Sport Unit has advice for all which encompasses a range of different topics:

CPSU - WWW.THECPSU.ORG.UK/HELP-ADVICE/

We endeavour for this guide to be up to date as possible, however due to the changing nature of social media, the information and advice in this guide may date over time.

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