



SOCIAL MEDIA, PHOTOGRAPHY & VIDEO (FAQ'S)

(Updated January 2018)

Using social media, photography & videos to advertise and use within your club is a great way to advertise your club and promote your games & programmes. Below we have highlighted some FAQs to ensure that you're club is operating within safeguarding policies and standards.

I DON'T HAVE CONSENT OR I AM NOT AWARE IF I HAVE CONSENT TO USE OF TAKE A PERSON'S IMAGE, CAN I STILL USE IT?

No.

If you do not have the consent from the person or their parent/guardian, you do not have the right to use that photo. This encompasses posting on social media, filming games/events and photos by official photographers. In doing so you may face sanctions by Basketball England.

SHOULD I USE A PLAYER'S PERSONAL SOCIAL MEDIA PAGE IN POSTS TO ADVERTISE THE CLUB?

If the player is under the age of 18, then no. The reason for this is that this can identify the player not only online but also offline and potentially lead to that player being identified and contacted by unwanted or dangerous individuals.

If the player is over the age of 18, you should ask for permission to do so and they should be made aware of where and when it may be posted. Some players have professional pages that they have set up to advertise themselves, it would be more appropriate to use these instead of their personal pages.

WE ARE KEEN TO ADVERTISE OUR SQUAD LISTS; HOW CAN WE DO THIS CORRECTLY?

Identifying players within squad lists and photos is a great way to give players a sense of togetherness and belonging within a club, but you need to be careful as to what information is provided alongside a post on social media.

You should not be posting the names of players under the age of 18 alongside, photos, personal details, which includes, personal social media accounts, email addresses and dates of birth. The reason for this is that this can identify the player not only online but also offline and potentially lead to that player being identified and contacted by unwanted or dangerous individuals.

I HAVE SEEN SOME COMMENTS/POSTS ON SOCIAL MEDIA THAT ARE NEGATIVE TOWARDS, BASKETBALL, A PLAYER OR CLUB, WHAT CAN I DO?

If comments on social media seem threatening, obscene, bullying/abuse or defamatory these should be reported to Basketball England for further investigation. Messages which are defamatory, libellous or obscene are prohibited at all times and may require the intervention and/or investigation by Basketball England.

We encourage, where necessary, that you take screenshots of the posts and comments on social media as this will mean that Basketball England can take action if necessary.

All concerns should be reported to ChildProtection@basketballengland.co.uk

I AM UNSURE IF I SHOULD POST SOMETHING, WHAT SHOULD I DO?

You should always 'think before you post'.

You should consider any messages, photos, videos or information and if they do comply with existing policies within your club, team or organisation. If you are unsure, it is best not to post it, hold off and check with someone who will know.

The Child Protection in Sport Unit (CPSU) provides more information and templates for [good practice in social media](#) in sport.