

## WORKSTREAM 5 – Minimum operating standards

### Action 5: define safeguarding procedures regarding photography, filming, online safety, social media and (cyber)bullying

Smartphones and social media use present new challenges for sports clubs, such as parents sharing photos/videos from the sidelines on their social media without consent, bullying among young athletes via group chats, inappropriate photo-taking in changing rooms. These situations can lead to boundary violations. Clubs can reduce risks by establishing clear agreements.

Include these rules in the club’s internal regulations and ensure they are regularly communicated to staff, athletes and parents through multiple channels.

#### Possible guidelines

Risk	Possible guidelines	Advice
<b>Photos of children are shared on social media without permission</b>	Agreements on written permission from parents/guardians for image use by the club, club staff and parents on their accounts.	<p>Always obtain parental/guardian permission before taking photos or videos during club activities. Clearly state the intended use (e.g. social media, promotional materials, internal communication). Think about how to make it clear to everyone which children should not be photographed or filmed.</p> <p>Work with designated club photographers who can also share photos and videos with parents afterwards.</p>
<b>Images taken in changing rooms or other private spaces</b>	Agreements on use of cameras and smartphones in privacy-sensitive areas (e.g. changing rooms, showers, first aid/medical room, etc.).	It is advisable to prohibit taking photos and videos in these areas as soon as someone is fully or partially undressed.
<b>Inappropriate or embarrassing images are distributed</b>	Agreements in the form of a code of conduct on respectful handling of	Clubs can agree that images shared on their official channels must first be approved by a second person (ensuring a second opinion).

	photos and videos of each other.	In addition, it is important to sensitize parents, supporters and athletes about the images they share.
<b>Images (screenshots, manipulated images) are used for memes or online bullying</b>	Agreements in the code of conduct on respectful use of photos and videos of each other and how to treat each other.	You can make these agreements together with the youth and put them into a code of conduct along with other agreements.
<b>Coaches or supervisors follow children on social media or send private messages</b>	Agreements on online contact with youth.	It is advisable that coaches and supervisors should only contact youth through official club channels (e.g. WhatsApp group chat). One-on-one digital contact should be limited to sport-related or practical matters, and only if group messaging isn't possible.  Young athletes can also express what forms of contact they're comfortable with. For example, being followed on Instagram may be fine, but receiving private messages often isn't. Snapchat is generally less preferred. Clubs should actively discuss these boundaries with youth and establish clear agreements between athletes and coaches and other responsible adults.
<b>Children are cyberbullied or excluded through group chats</b>	Supervision by an adult in all group chats linked to the club.	Cyberbullying is often difficult to monitor, but clubs can set clear rules for the digital communication channels they use with athletes.  Additionally, raise awareness among athletes about the impact of bullying behaviour by discussing it openly and encouraging empathy and respect.
<b>Inappropriate content shared through the club account</b>	Agreements on what can and cannot be posted.	As a club, you can use a sort of checklist that need to be checked off by the person posting, before it comes online.

For example:

- No photos or videos of athletes in embarrassing or exposing positions
- No political messages
- No discriminatory or offensive content
- No ironic or sarcastic messages that could be misinterpreted
- Feedback should be given in person, not via social media
- No screenshots of private conversations
- Etc.