



LONGFORD ATHLETIC CLUB

PHOTOGRAPHIC IMAGES AND WEBSITE GUIDELINES

Guidelines on the use of photographs, videos and web site usage in Longford Athletic Club.

Taking photographs of athletes and using club website, print media and social media to publicise Longford Athletic Club are normal activities in club life.

A common sense approach is required when deciding what may or may not be appropriate as we do not wish to prohibit the advantage that this type of media can afford the club while adhering to best practice guidelines. This document is Longford Athletic Club's official guide and policy in this area.

By implementing the safeguards below Longford AC will:

- still permit and facilitate the recording of relevant and suitable club activities,
- allow the photographing of club activities
- Allow each of the sections to promote their activities in a safe and non-threatening manner – this can mean publication of some events in local newspapers and on social media sites.
- It should be noted that we have little or no influence on what photographs may be taken and published in local or national newspapers as such photography is covered by a different set of club guidelines. Should we ever be unhappy with the publication of such photographs or images we can address this matter with the individual newspaper or the Press Council of Ireland and the Office of the Press Ombudsman.

Longford AC Guidelines for Photographic/Recorded Images

When parents/guardians register their children as a member of Longford AC they are granting their consent for the possible taking and publication of photographs and video footage of their children in the promotion of the club and the sport and the use of such imagery in line with the club guidelines outlined below.

- All children/young people featured in recordings must be appropriately dressed.
- The photograph or recording should focus on the activity rather than on a particular young person.
- No personal details relating to the young person should be revealed as accompanying materials to the photograph or recorded image.
- Clubs, coaches and volunteers are permitted to use video equipment as a legitimate coaching aid and as a means of recording special occasions. Where a recording will be published on the websites, social media or distributed to parents or children, this should be notified beforehand to the children's officer. If the club or relevant coach or committee are unhappy with any of the material they are entitled to withdraw their consent and destroy the material involved.
- Parents and spectators taking photographs/recordings should be prepared to identify themselves if requested and state the purpose for their photography/filming. If Club Personnel are unhappy about any matter relating to such photography the person can be asked to stop immediately.
- Photography and the recording of images in a public place do not generally require explicit or prior consent. However if an event or training session is taking place, involving under age players, in a public, private or local authority venue, and if you are in charge of such an event you are obliged to request a person to stop taking photos if you feel that such action or photography may be inappropriate.
- Group and team photographs may be taken but it is not necessary to match a player's name. The photograph may appear with the player's name recorded underneath but need not be in the order in which they appear in the photograph.
- It is recognised that on certain occasions individual young people may receive recognition and may be presented with an award. When this happens in the case of an underage athlete, any such photography or recording of events that involves individual presentations should be discussed in advance of the event and agreement reached with the club, parents and the young person themselves, as to what is and what is not permitted.
- Any instances of the use of inappropriate images should be reported to the Club's Children's Officer and/or Designated Person and also to the relevant statutory authorities as deemed appropriate.

Web site usage

It is important that while not wishing in any way to restrict the use of and accessibility to such sites that we recognise our responsibility in maintaining a web site that is purposeful, educational and newsworthy that promotes the ethos and spirit of Longford AC.

Longford AC Website will be the term used in this section to refer to the website created, managed and updated by the club PRO in conjunction with the club approved web master

The power to add, alter and delete content on the Web Site is confined to Persons authorised by the committee and a list of such persons held by the Club Children's Officer. Changes, additions, deletions to this list should be advised to the executive and to the Club Children's Officer. Persons not expressly authorised in this manner are prohibited from adding, altering or deleting content from the Longford AC Web Site. Authorised Persons must be fully aware of child protection guidelines within the club and Athletics Ireland as a whole.

The website should be used to:

- Promote Club Policies and procedures,
- Publicise club activities, before and after the events.
- Improve communication with members,
- Provide Mentor and training information for parents. (Contact information should only be published with the express permission of those involved),
- Publish fixtures and Results,
- Provide education and information to coaches and mentors, parents and club members,
- Attract new members,
- Display photographic images, videos and other similar content. This should be in accordance with the Guidelines for Photographic/Recorded Images as outlined above. In particular these apply to those that maintain the Club web site aimed at the juvenile and youth sections of the club.
- Engage younger club members by using content appropriate to the age of its audience (Children between the ages of 5 and 12)
- Engage players, mentors, parents and club community in their support and enjoyment of the club.

Reviewed and ratified 15 Mar 2022