



Scottish
Swimming

GUIDANCE ON DIGITAL TECHNOLOGIES, INCLUDING COMMUNICATION, SOCIAL MEDIA, PHOTOS & VIDEOS

There are significant benefits for organisations using texts/emails and setting up social networking sites. Not only is it cheap, it's one of the most direct forms of communication with young people. However, there are risks. Adults who seek to harm others have been known to use messaging to "groom", exploit or harass.

The safeguarding risks of these technologies include:

- Inappropriate access to, use or sharing of personal details (e.g. names, email addresses) •
- Unwanted contact from individuals with wrongful/questionable intent
- Being sent offensive or otherwise inappropriate material
- Sending offensive or otherwise inappropriate material
- Online bullying by peers
- Grooming for sexual abuse
- Direct contact and abuse

For adults, risks involved include:

- Their communication being misinterpreted
- Potential investigation (internal or by statutory agencies)
- Potential disciplinary action
- Suspension from the sport
- Added to the PVG List and barred lists

Text & Emails

Staff/volunteers must consider whether it is necessary to communicate with participants via text and email. The general principle is that all communications with children should be open, transparent and appropriate.

Good practice would include agreeing with participants what kind of information will be communicated to them directly by text message and what should be sent in a group communication. This information should only be "need to know" information such as the last minute cancellation of a training session.

The following good practice is also required:

- All phone numbers/email addresses of participants should be recorded and kept securely in a locked cabinet or password-protected electronic file or database
- The number of people with access to participants' details should be kept to a practical minimum. A record should be kept of their numbers/ addresses, namely by the Club Membership Secretary • Messages should never contain any offensive, abusive or inappropriate language. They should not be open to misinterpretation
- The organisation should be clear that messages should be sent only to communicate aquatic related matters: details of meeting points, training, match details, competition results etc. The same message should be sent to every member of the group/team

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Internet

The internet brings with it an opportunity for organisations to extend their community profile, advertise and communicate easily with their members.

Sometimes this is done via social networking platforms such as Facebook and Twitter. Thought should be given to content, tone and how sites or social networking platforms and pages will be monitored.

In terms of publishing information and pictures, the following good practice should be noted:

Permission

- Written consent must be obtained for all participants before publishing any information or pictures of them. If the material is changed from the time of consent, they must be informed and consent provided for the changes.
- Special care must be taken in relation to adults at risk e.g. fleeing domestic violence or with a disability, and consideration given to whether publication would place that individual at risk of harm
- Some athletes who have a public profile as a result of their achievements are still entitled to protection. In these cases, common sense is required when implementing these guidelines. All decisions should reflect the best interests of the individual

Use of Images and Information

- Information published on the websites/social networking sites must never include personal information that could identify an individual e.g. their home address, email address, telephone number. All contact must be directed to the club.
- Participants, particularly adults at risk must never be portrayed in a demeaning, tasteless or a provocative manner.
- Information about specific events or meetings e.g. coaching sessions must not be distributed to any individuals other than to those directly concerned.

Concerns

- Any concerns or enquiries about publications or the internet should be reported to the Club WPO.

Social Networking Sites

The following is recommended if the club decides to allow mutual access between it and its members:

Permission

- An official agreement should be in place which states that access to members' profiles are used only to pass on relevant information or to answer questions regarding organisation or sport issues. This agreement should also be incorporated into the club rules or Code of Conduct
- Set up a club profile rather than staff/volunteer profiles. This avoids access from members to individual's profiles
- Keep the club profile on "private" – allowing only members access to it (the organisation can monitor this and accept or decline requests to join)

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Concerns

- Informal online “chat” with members around subjects outside the sport/activity should be immediately discouraged.

Private matters or questions should also be discouraged. However, any disclosures should be removed from the site and dealt with in line with accordingly.

Internet Forums

There has been an increase in the use and abuse of internet forums to target individuals or to engage contributors in debates which can cause upset and embarrassment to individuals.

Sites should be well monitored and any offending comments removed.

A coach, member of staff or volunteer should refrain from being drawn into any debates concerning selection, performance or personalities – even where the subject of the discussion is anonymous. This could be considered a breach of the code of conduct or poor practice.

Photography & Video

The aim of these guidelines is to not to prevent bona fide persons from recording footage for performance development reasons or the recording of achievements.

They aim to:

- Ensure that individuals, particularly adults at risk protected from the misuse of opportunities to take or manipulate film and video footage in a way that harms or places them at risk of harm
- The possible identification of an individual, particularly adults at risk when an image is accompanied by personal information, which can make a them vulnerable to other who may wish to contact and start to ‘groom’, exploit or harass them.
- Identification and locating of individuals, particularly adults at risk where there are safeguarding concerns, which would increase their vulnerability due to:
 - Being a witness in criminal proceedings
 - Their removal from their family for their own safety
 - Restrictions on their contact with one a family member or partner following domestic abuse

Some sports take place in areas where organisers have little or no control over the environment such as an open river or areas to which the public have general rights of access e.g. the open countryside. In these circumstances, organisers should take all reasonable steps to promote the safe use of photographing and filming and to respond to any concerns raised.

Key Principles:

- Scottish Swimming will take all reasonable steps to promote the safe use of photographing and filming at all events and activities with which it is associated. However, Scottish Swimming has no power to prevent individuals photographing or filming in public places.
- Scottish Swimming reserves the right at all times to prohibit the use of photography, film or video at any event or activity with which it is associated.
- Scottish Swimming has produced a Photographic & Video Equipment Policy



Publishing Images

Rules to remember:

- Ask for the person's permission to take/use their image. This ensures that they are aware of the way the image will be used. A photography/video consent form is one way to do this.
- Images will not be shared with external agencies unless express permission is obtained from the child and parent.
- If naming an individual or group in an image, consider if it is needed to share both the first and last names or if first names only would be sufficient as this will reduce the risk of inappropriate, unsolicited attention from people within and out with the sport.
- Never include other detailed information about an individual.
- Special care must be taken in relation to adults at risk e.g fleeing domestic violence, and consideration given to whether publication or use of the pictures/film would place them at risk.

Taking Images/Film Footage

- Athletes modesty is to be protected at all times
- 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 should normally be above the waist only in a swimming costume, though full club kit shots are approved.
- Athletes should only be photographed in swimwear during action shots.
- Scottish Swimming will do everything reasonable in the individual circumstances to give effect to the wishes of individual. All actions by Scottish Swimming will be based on the best interests of the child. • No unsupervised access or one-to-one sessions will be allowed unless this has been explicitly agreed with the individual.
- No photographing or filming will be permitted in changing areas, toilets or showers. • All images and accompanying information will comply with Scottish Swimming policies, where this is within the control of Scottish Swimming.

Use of Photographic equipment at Aquatics events

Scottish Swimming does not want to prevent parents, carers or spectators being able to take legitimate photographs or video footage of competitors.

However, there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of individuals.

All Clubs should be vigilant about this possibility and implement appropriate procedures:

- Notification prior to event to clubs/athletes of potential photography/filming during aquatic event. • Registration of intention to photograph will be required on the day. This enables tracking of the equipment and operator should concerns arise in the future?

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- Those who have sought and obtained permission to photograph or film will be formally identifiable e.g. a badge or sticker will be issued, after production of the letter of approval and identification
- Information about what to do if concerned about photographing and filming will be available at all events.

Concerns:

Anyone behaving in a way which could reasonably be construed as inappropriate in relation to filming or photographing should be reported to the person in charge on the day. The circumstances should be reported to the person in charge on the day or Wellbeing & Protection Officer.

Where appropriate the person in charge / Wellbeing & Protection Officer should report concerns to the police. **Elite**

Athletes:

As athletes progress higher up the competitive ladder within their sport, elite level events are increasingly likely to take place in a public arena. Elite athletes who have a public profile as a result of their achievements are entitled to the same protection as all other athletes. In these cases, common sense is required when implementing these guidelines, for example avoiding the inclusion of names and some other personal details alongside photographs may not be practical or desirable. All decisions should reflect the best interests of the individual.

Scottish Swimming provides information, guidance and support to help athletes manage the media.

Mobile Phone, Cameras & Video

There have already been a number of cases where people both adults and children have been placed at risk as a result of the ability to discreetly record and transmit images through mobile phones.

There is also scope for humiliation and embarrassment if films or images are shared on popular websites such as YouTube. The use of mobile phones in this way can be very difficult to monitor.

Clubs should follow the guidelines within this section as well as adopt and follow the Acceptable Use of Mobile Phone Policy. Particular care is required in areas where personal privacy is important e.g. changing rooms, showers, bathrooms and sleeping quarters. No photographs or video footage should ever be permitted in such areas of personal privacy.

All concerns about the inappropriate use of mobile phones to record photographs or video footage will be dealt with in line with Scottish Swimming Complaints Policy and or Disciplinary Procedure. This may include the concerns being reported to the police.

Musselburgh Amateur Swimming Club, home of the

Musselburgh Marlins



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