8. Photography and Social Media

Principles

Photographs and videos can support coaching and celebrate achievements, but children's safety and privacy take priority. Explain how images will be used and obtain appropriate permissions before taking or publishing identifiable images of junior players, in line with the privacy notice and safeguarding guidance.

Taking and using images

Use business-approved devices and storage where practicable. Do not photograph children in changing rooms, toilets or other private areas. Do not publish a child's full name alongside an image unless there is a clear, appropriate basis and the required permissions. Respect any restriction or safeguarding concern and promptly remove content where appropriate.

Coaching video

Where video is used for technical analysis, explain the purpose, who will view it, where it will be stored and when it will be deleted. Do not use coaching footage for marketing without separate appropriate permission.

Online communication

Communicate with junior players through approved, transparent channels, with parents or guardians included where appropriate. Coaches must not initiate inappropriate private contact, exchange sexualised content or use disappearing messages. Report concerning online behaviour under the safeguarding procedure.