



EVERTON AFC



EVERTON AFC Social Media and Photography Policy

INTRODUCTION

It is expected that all Members, Coaches, Parents and Players will uphold the ethos of the Club in all social media interactions and use of photographic materials, including any recordings. Members will not act in such a way that the image of Everton AFC is brought into disrepute nor in a way that harms its immediate and wider soccer community. Social media can be, when appropriate, an effective tool and is commonly used by the Everton AFC committees, members, and coaches to communicate with parents, players, and members. Everton AFC understands that publicity and pictures of people of any age enjoying soccer are essential to promote the Club and the sport. To facilitate this, the Club has adopted the principles and rules of the Football Association of Ireland (FAI).

Photographic Policy

Everton AFC expects members to use social media and photographic materials in a respectful and responsible manner. Social media and photographic materials should not be used to insult, present offensive or inappropriate content or to misrepresent the Club or any member of Everton AFC or the wider community. The purpose of this policy is to set standards of behavior for the use of social media and photographic materials that are consistent with the broader values and expectations of the Club.

Definition of Social Media

Social media – this refers to all social networking sites, such as Facebook, Twitter, LinkedIn, Google+, YouTube, WhatsApp, Snapchat, etc. and includes e-mail and mobile devices.

It covers photographic images, whether taken by mobile telephone, camera, or other devices.

Photographs - Policy on photographic images are as follows:

We must ensure that parents/guardians, young persons and adults and all members of the club have granted their consent for the taking and publication of photographic images and have ticked their permission box included in the annual registration form. Coaches and photographers must be made aware if any parent/guardian, or child have refused their permission and ensure that the parent/guardians and/or child's wishes are implemented and respected. It is the Club policy that any person wishing or nominated to take photographs or recordings of players must submit to Garda Vetting and must sign the Declaration of Intent provided by the club. Prior to any event where the players will be photographed or recorded, the opposing team coaches must be notified, and permission received. If this cannot be done before an event for any reason, the head coach (not the photographer) on the day must seek permission from the other team's coaches.

A "closed group" is a group set up on social media (e.g., WhatsApp, Instagram, Facebook, etc.) which can only be accessed with permission from the group administrator. Apart from sharing photographs within a "closed group" (for example the WhatsApp U14's parents' group) photographs must not be shared with anyone other than parents/guardians of the players without the written consent of the parent of the child – this includes other teams.



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If in doubt, before posting an image – for example on Facebook, the child’s parent/guardian must be contacted, and written permission received.

In addition, the content posted on such groups is expected to adhere to the rules and behavior contained in this document – especially under the heading further below on “Social Media”. All photographers must be clearly identifiable (e.g., a High-vis vest – with “Everton AFC Official Photographer”) clearly visible and he/she must always carry identification. All photographs must be respectful and never show any inappropriate poses or body positions. Any inadvertent photographs showing such must be immediately deleted.

It is Everton AFC policy that:

- All young people must be appropriately dressed for the activity taking place.
- Photography or recording should focus on the activity rather than a particular young person and personal details which might make any person, particularly a young person, vulnerable, such as their names and address, must never be revealed.
- Where an individual has achieved success in the game (e.g., when selected for representative side or honoured in some way by a prize) permission must be gained from adult/parent/guardian and the young person to use photographs/recordings and relevant details.
- Where possible photographs/recordings should represent the diverse range of people participating in soccer.
- Anyone taking photographs or recording at any Everton AFC event must have a valid reason for doing so and seek the permission of the Club Child welfare officer, Club secretary or the Club Chairman
- Anyone taking photographs or recording should make themselves known to the event organisers/persons in charge and be able to identify themselves (driver’s license) if requested during the event.

All concerns regarding inappropriate or intrusive photography should be reported in confidence to the Club child welfare officer.

In relation to photographic materials, EVERTON AFC recognises the need to ensure the welfare and safety of all young people in sport. As part of our commitment to ensure the safety of young people we will not permit photographs, video or other images including those taken via mobile phones of young people to be taken or used without the consent of the parents/guardians and the young person. All club members are expected to follow and implement this policy.

In addition, the content posted on such groups is expected to adhere to the rules and behavior contained in this document – especially under the heading further below on “Social Media”. All photographers must be clearly identifiable (e.g., a High-vis vest – with “Everton AFC Official Photographer”) clearly visible and he/she must always carry identification. All photographs must be respectful and never show any inappropriate poses or body positions. Any inadvertent photographs showing such must be immediately deleted.



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EVERTON AFC will take all steps to ensure that any images are used solely for the purposes they are intended which is the promotion and celebration of the activities of the Club. If you become aware that these images are being used inappropriately you should inform the Club Child Welfare Officer. The images may be published on the club official website or on the Club's official social networking sites such as Facebook. The Club cannot take responsibility for pictures or other material published on other websites or publications outside the Club's control. Members are reminded that if they submit for publication or post on a website any pictures or other material containing other players that they are not responsible for; they must have permission of the player's parent/guardians concerned.

Naming of Young Players in Photographs (Tagging).

The names of young players should not be used to tag images on Websites that they have no access control and can be accessed by the public unless written permission has been obtained from the player's parents/guardians. If at any time either the parent/guardian or the young person wishes the data or photograph to be removed from the website, the administrator and/or the Club Safeguarding Officer should be informed immediately by emailing the club @ evertonafc58@gmail.com



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SCOPE

The policy applies to all members of EVERTON AFC.

RIGHTS AND RESPONSIBILITIES

Members are expected to show respect to others, including members of the EVERTON AFC and the wider soccer community. Members are also expected to give due respect to the reputation and good name of EVERTON AFC.

COMMUNICATIONS

All contact to under 18s must be through parent/guardians. Care should be taken with group communications, use of bcc is strongly advised

Social Media

When using social media, members are expected to ensure they:

- Respect the rights and confidentiality of others.
- Do not impersonate or falsely represent another person.
- Do not bully, intimidate, abuse, harass or threaten others.
- Do not make defamatory comments.
- Do not make any negative comment or refer to individual players ability or performances.
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the EVERTON AFC community.
- Do not post content that is hateful, threatening, pornographic or incites violence against others.
- Do not post content that harms the reputation and good standing of EVERTON AFC or those within its community.
- Coaches and members cannot be prohibited from setting up their own unofficial closed groups, but these must not be affiliated or identified as being related to the Club in any way: For example: "Everton AFC lads club" is not allowed. In either case, the same policies and codes of conduct apply to all such groups and any member found to bring the clubs good name will face the sanctions outlined below.
- Official groups, for example the First Aid Group can be a fantastic way of exchanging information between coaches and members, but such forums should only discuss the aims of the group and should avoid becoming a forum for posting jokes or banter. Again, coaches and members are free to set up their own groups once it is not identified as relating to the club but the same standards of behaviour are always expected.



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BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other EVERTON AFC policies and should be read in conjunction with the:

- Players' Code of Conduct
- Parents' Code of Conduct
- Coaches and Managers' Code of Conduct

A breach of this policy will be considered by the Committee or their delegates and will be dealt with on a case-by-case basis. All reports of cyberbullying and other technology misuses will be investigated fully by EVERTON AFC and obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of EVERTON AFC. Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which EVERTON AFC will have no control.



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