

Photography and Social Media Policy

Guildford City Swimming Club — in association with Swim England's Wavepower

Who and what this covers

This policy applies to all coaches, teachers, committee members, officials, volunteers, parents/carers and swimmers. It covers:

- Any photograph or video taken on any device (including mobile phones) at GCSC training sessions, galas, competitions or other Club activities
- The publishing or sharing of such images or videos, including on social media, the Club website, noticeboards or in print
- The use of social media and messaging platforms (e.g. Facebook, Instagram, WhatsApp, TikTok, Snapchat) in relation to the Club and its members

It applies both during Club sessions and events, and outside them, where the conduct relates to the Club or its members.

Taking photographs and videos

- Please respect the venue's own photography rules — many leisure centres and competition venues have their own procedures around cameras and recording devices.
- Spectators must not film training sessions
- Any use of a camera at competition must be in line with the organisers rules and regulations.
- A parent/carer or swimmer has the right to decline being photographed or filmed at any time.
- Photography and filming should focus on the swimming activity, not close-up or repeated images of an individual child, and should never be taken in changing rooms, toilets or other private areas.
- Mobile phones and other recording devices must never be used in changing areas, under any circumstances.

Publishing and sharing images

- Images of swimmers should only be published (on social media, the Club website, in print, or elsewhere) with the consent of the swimmer's parent/carer, given in writing where possible — for example, through the Club's annual membership or photography consent form.
- Images of anyone under 18 that are shared publicly should show the swimmer fully clothed, or from the shoulders upward — not in swimwear — and should avoid capturing personal details such as full names, school names, or addresses.
- Swimmers should not usually be identified by their full name alongside a photograph on a public-facing page; first name only, or team/squad name, is preferred.
- Where possible, Club social media and website galleries should be reviewed periodically, and content removed at a parent/carer's request.

Guidance for coaches, teachers and volunteers

- Do not connect with, or accept friend/follow requests from, current swimmer members on personal social media accounts.
- Do not contact swimmer members directly through personal social media or messaging apps; use official Club channels, or copy a parent/carer into any communication.

- Do not take or store personal photographs or videos of swimmers outside of official Club purposes.
- If a professional or Club-related social media account is used, keep it separate from personal accounts.

Guidance for everyone

- Social media should never be used to abuse, criticise, or make discriminatory comments about other members, coaches, officials, volunteers, the Club, Swim England, or any other organisation or individual.
- Posts, comments and images relating to the Club should be respectful and should reflect the standards set out in GCSC's Codes of Conduct.
- Be mindful of what you share about others — always consider whether they, or their parents/carers, would be comfortable with an image or comment before you post it.

Reporting a concern

If you become aware of an inappropriate photograph, video, or social media post concerning a Club member, or of a device being misused (for example, in a changing area), please report it to the Club Welfare Officer straight away. Concerns will be handled in line with GCSC's Welfare and Safeguarding procedures and Swim England's Wavepower policy.

Taking, making, sharing, uploading or possessing an indecent image of a child is a criminal offence.

Any suspected indecent image or serious misuse of a device must be reported immediately to the Police and the Club Welfare Officer — do not attempt to investigate this yourself.

Related policies

- [GCSC Welfare and Safeguarding](#)
- [Codes of Conduct – Swimmers, Parents, Coaches and Officials](#)
- [Swim England Wavepower](#)

Contact

- [GCSC Welfare Officer — welfare.officer@gcsc.co.uk](mailto:welfare.officer@gcsc.co.uk)

This policy should be read alongside Swim England's Wavepower policy and GCSC's wider Welfare and Safeguarding procedures. It will be reviewed annually, or sooner if Wavepower guidance changes.