

Monmouth Rowing Club	
Social Media, Photo and Video Guidance	
Adopted: August 2025	
Revision V2	

1.0. Introduction

- 1.1. Sporting activities are a key part of many peoples' lives. Achievements and special moments are often celebrated and documented. While photography and videography are valuable tools for promotion and development, Monmouth Rowing Club recognises the importance of respecting individuals' privacy and ensuring responsible use of media content.

2.0. Videos and Photography

- 2.1. Use of social media and taking photographs is largely a positive tool for promotion of rowing and recording of adult and children's participation and enjoyment of the sport. However, there are risks associated and a few key principles should be followed.

2.2. Potential risks:

- Sharing identifiable personal information (e.g., full name, workplace) without consent.
- Capturing individuals in private or sensitive situations (e.g., changing rooms).
- Misuse or redistribution of images without permission.
- Unwanted exposure on social media or public platforms.
- Discomfort or objection to being filmed or photographed.

2.3. Best Practice:

- Always seek explicit consent from adults before capturing or sharing images or videos.
- Parental/guardian consent should always be sought for children under the age of 18. Ideally at the start of the season stating how photos/videos will be used, shared and stored. If parental/guardian consent is expressly not given the club should manage sensitively so the child does not feel excluded [refer to Membership Application].
- Avoid sharing personal identifiers unless consented.
- Use given names only [exclude family names].
- Ensure images are respectful and context-appropriate.
- Focus on group/team shots unless individuals have agreed to be featured.
- Store media securely and limit access to authorised personnel.
- Respect individuals' requests not to be photographed or filmed.

3.0. Social Media Guidance

- 3.1. Monmouth Rowing Club will ensure there is nothing on its website or other social media platforms which could harm a member of any age directly or indirectly. The club is legally and morally responsible for its online content. As part of using the internet and social media, members will:



- Understand the safety aspects – including what is acceptable and unacceptable behaviour.
- When using social media platforms (including, but not exclusively, Facebook, X/Twitter and Instagram), ensure that they adhere to relevant legislation and good practice guidelines.
- Ensure all content is respectful, inclusive, and accurate.
- Avoid posting anything that could cause reputational harm or breach privacy.
- Maintain transparency about who manages social media accounts.
- Provide a clear process for raising concerns or requesting content removal.

4.0. Managing Online Presence

4.1. Monmouth Rowing Club will adhere to the following guidelines:

- All social media accounts will be password-protected, and at least 2 club committee members will have access to each account and password.
- The accounts will be monitored by a designated person who will seek advice from the club CPO on safeguarding requirements.
- Inappropriate posts by children, volunteers, members, or employees will be removed.
- Identifying details such as a home address, school name or telephone number will not be posted on social media platforms.
- MRC will make sure all members are aware of who manages the social media accounts and who to contact if they have any concerns about the running of the account [if in doubt they are to refer to the Chair or Safeguarding Officer].
- Parents must be asked for permission for photographs or videos of their child to be posted on social media via the consent form.

5.0. Digital Communication

5.1. Official channels will be used for communication, these include WhatsApp Community and Google Mailists.

6.0. Policy Accessibility and Review

6.1. This policy will be available online to all members and prospective members. This policy will be reviewed annually and updated as needed.

Date of most recent review: 18 Aug 2025