



## Club Communication Policy

### Introduction

Electronic communication and social media are essential for sharing and recording Club news and information with our members as well as those in the community with an interest in our bowls club or bowls generally. Including photographs and videos can help celebrate and publicise involvement and achievements and be an important tool to support coaching and skill development.

### What we do

We use a range of electronic tools to communicate with our members and people in the community. Our communication protects members' privacy, maintains clear boundaries and ensures that bullying and harassment does not occur.

A specific Committee member(s) is appointed to provide accountability and control over material published on our Club's website and any related discussion groups or social media websites, such as Facebook, Instagram, YouTube or X.

The Club is mindful that not all members use or have access to electronic communications and social media. Ensuring that effective communication is maintained with such members through various non-electronic methods rests with the Club Committee.

### What we ask all members to do

We ask that all our members conduct themselves appropriately when using electronic communication to share information with other members, or when posting material on public websites connected to the Club.

Electronic communication:

- Should be restricted to Club matters
- Must not offend, intimidate, humiliate or bully another person
- Must not be misleading, false or injure the reputation of another person or the Club
- Should respect and maintain the privacy of members
- Must not bring the Club into disrepute

Coaches and others who work with children, a young person under 18, or an adult at risk must direct electronic communication through parents / carers.



## Photography and videos

All bowlers and spectators including parents, children, adults at risk and carers, have a right to decide whether images can be taken and how they will be used.

- Parents/carers of under 18s must give written consent for images to be taken and used including during coaching activities.
- Images should only convey best practice and positive aspects of bowls.
- Care should be taken to ensure that images are not sexual or exploitative in nature, or open to misinterpretation and misuse.
- Efforts should be made to ensure that images are only taken by authorised persons, as agreed in the protocol for a particular event.
- When the Club wants to recognise the achievement of an individual bowler by publishing their full name with their photograph, consent will be required. Normally only a first name will be used. Other personal details should NEVER accompany the image (e.g. postal or email address, telephone numbers).
- Photographs should focus on the activity, rather than a particular adult, child or vulnerable person.
- Where possible, images that represent the diverse range of individuals who take part in bowls will be used.
- Any inappropriate images used should be reported to the appointed Committee member(s) or the Club's Safeguarding Officer.
- If a Club member does not wish their photograph to be taken/used on the website, on the Club's facebook page, or in any other published material they should let the designated Committee member/s know.
- If at any time, the parent/carer wishes the data to be removed by the Club, 7 days' notice must be given to allow data to be removed.

## Club website, social media and print

- The Club website and facebook page will include current information, photos and videos on such topics as: Fixtures, competitions, social events, policies, club news, bowls news, coaching, guidelines for members and Club contact details.
- No offensive content or photos will be published.
- If we intend to publish a photo of a young person under 18 or an adult at risk, we will first seek permission from his or her parents or carer and the young person or adult at risk themselves. We will take care not to provide identifying information.
- Where a published photo is looking to recognise the achievements of an individual bowler/bowlers by publishing their first name with their photograph, no other personal details will be shown.
- Contact details of Club officials or coaches will only be published with their prior consent.
- Copywrited or borrowed material will be referenced to show the original publisher/author.



## **SMS, WhatsApp and email**

Committee members, coaches and team captains may use SMS, WhatsApp and email to provide information about competitions, coaching, Club social events and other Club business. SMS and WhatsApp messages should be short and about club / team matters. Email communication should be used when more information is required.

## **Video and photography at specific events and competitions**

If a member of the press, a professional photographer or designated Club member will be at the session to take photographs they must be aware of and comply with this policy.

- All those attending the event or competition should be made aware that photographs will be taken.
- If parents or other spectators plan to take photographs, or film they must be prepared to identify themselves and explain why they are recording. They should let the organising official know they will be taking photos/filming.
- No photos should be taken in the changing rooms or toilets areas.
- Bowlers, spectators, parents/carers, children should be aware that if they have any concerns, they should report them to the event organiser or the Club's safeguarding officer.

## ***Notice to be posted at the Club and included in information for events and tournaments***

*Photographs and/or video may be taken of events and activities on the Green and at the Bowls Club.*

*By attending the bowls Club, you grant the Committee the full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the Club's aims. This might include (but is not limited to), the right to use them in their printed and online publicity, social media, print publications, press releases, photo galleries and funding applications. If you do not wish to be photographed or for your photograph to be used, please inform Barbara Ellison, Safeguarding Officer or Gail Bridges, Marketing and Communications Officer.*

This policy was reviewed and updated in Feb 2026 alongside the BDA Safeguarding Guidance. This policy was first implemented in April 2018.

The Club's Privacy Notice should be read alongside this Policy.