



Shorewood Swim Club

Photography & Social Media Policy (Rev. 10/2021)

Purpose: For clarity and transparency regarding uses of photographs or images in Shorewood Swim Club publications, marketing and social media outlets. This Policy is intended to apply to All Members of the Shorewood Swim Club (“SHOR”).

- A. The publishing of a photograph or image of an athlete under 18 either on a notice board or in a published article or video recording (including video streaming) of swimming competitions (“publication”) should only be done with parents’ consent per the attached form.
- B. Parents should also consent to the use of photographs or images of their minor children to be used in SHOR social media channels, including Facebook, Instagram or others.
- C. A parent or guardian has a right of refuse to have children photographed. The exercise of this right of refusal cannot be used as grounds for refusing entry into a swimming competition. Therefore, any photo that may go to press or on a notice board, be it through a member of the club or official photographer, should receive parental consent before publishing/displaying the photo, preferably in writing. A suggested form allowing parents to indicate refusal of consent is to follow.
- D. For photographs voluntarily shared by parents/guardians of a minor with SHOR personnel (including but not limited to coaches, board members, other designees), SHOR permission to use the images of the athlete is assumed.

All photographs must observe generally accepted standards of decency in particular:

- Action shots should be a celebration of the sporting activity and not a sexualized image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimsuit.
- Photographs taken from behind swimming blocks at the start of a race or exhibit a child climbing out of the swimming pool are prohibited.
- Photographs taken in locker-rooms or bathrooms are prohibited.