

ENCOURAGING
EXCELLENCE,
NURTURING
TALENT!



**SPORTING
CHANCES
GROUP**

SOCIAL MEDIA, DIGITAL SAFEGUARDING & MEDIA USE POLICY

Lead	David Johnson
Last Reviewed	June-2026
Next Review Date	June-2027

To be reviewed **annually**.

This policy is enforced across **all** Sporting Chances Group provisions.



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This policy supports the Sporting Chances Group's (SCG) safeguarding-first approach to social media, photography, video and digital communication. It reflects SCG's 2026 social media strategy: emotional communication over trendy marketing, protection of privacy, authentic practice representation and realistic operational expectations.

1. PURPOSE & ETHOS

SCG uses social media to help schools, families, local authorities and professional partners understand our work, values and impact. Social media must never compromise safeguarding, dignity, confidentiality or professional trust. Safeguarding takes precedence over marketing outcomes.

3. LEGAL & GUIDANCE FRAMEWORK

This policy is informed by:

- Keeping Children Safe in Education (KCSIE) 2025
- UK GDPR
- Data Protection Act 2018
- Working Together to Safeguard Children
- Department for Education (DfE) online safety expectations
- Safeguarding and professional conduct expectations

2. SCOPE

This policy applies to:

- | | |
|---------------------------------------|---|
| ● Organisational accounts | ● Media storage |
| ● Photography / video | ● Consent processes |
| ● Digital publishing | ● Third-party content |
| ● Staff personal social media conduct | ● Contractors and volunteers where relevant |

4. CORE PRINCIPLES

- Safeguarding over visibility
- Informed and reviewable consent
- No pressured participation
- Proportionate risk assessment
- Anonymisation-first model
- SCG may apply stricter anonymity than consent alone allows
- Content should prioritise environments, learning, process and practice over identifiable imagery

5. APPROVED PLATFORMS & GOVERNANCE

SCG's approved platforms are: **LinkedIn, Instagram, Facebook and YouTube**. TikTok remains inactive unless risk-reviewed and authorised. Access is limited to authorised staff. Strong passwords, MFA and role-appropriate permissions should be used where available.

6. PHOTOGRAPHY & CONTENT STANDARDS

Preferred content:

- Environments
- Practical learning
- Anonymous participation
- Student work
- Hands-on activities
- Educational insights
- Values-led content
- Behind-the-scenes practice

Staff should recognise that children and young people may be identifiable through combinations of contextual information even where faces are obscured.

Avoid identifiable details, documents, live locations, uniforms, transport, safeguarding records, medical information, crisis situations or behaviour incidents.

7. STAFF PERSONAL SOCIAL MEDIA CONDUCT

Staff must maintain professional boundaries:

- Staff must not send or accept friend requests, follows or equivalent connections with current learners or recent leavers unless explicitly authorised as part of an approved professional function.
- No messaging or informal digital relationships with pupils/students.
- No posting about identifiable learners, families, referrals, placements or safeguarding circumstances.

Concerns **must** be escalated.

Additional Staff Expectations:

- Staff are strongly encouraged to use the highest available privacy settings on personal social media accounts.
- Staff should regularly review privacy settings and publicly accessible content.
- Staff should consider whether publicly available content could undermine professional relationships or the reputation of SCG.
- Staff must not share content that could reasonably call into question their professional suitability to work with children and young people.
- Staff should avoid publicly disclosing provision locations, routines, timetables or learner information.
- Staff should not use personal accounts to communicate with current learners.

Staff should be mindful that publicly accessible social media content, including content of an explicit, discriminatory, offensive or otherwise inappropriate nature, may impact professional relationships, safeguarding perceptions and the reputation of SCG.

8. DEVICES, STORAGE & RETENTION

If personal devices are used for operational capture, content must be transferred promptly to approved storage. Learner images stored on personal devices must be deleted after secure transfer. Access to media archives should be restricted appropriately.

9. TRAINING, MONITORING & REVIEW

Relevant staff should receive induction or briefing regarding media consent, safeguarding risks, confidentiality, professional boundaries and workflow expectations.

This policy will be reviewed annually or after significant incidents/guidance changes.

10. MEDIA CONSENT FRAMEWORK (SCG 4-LEVEL MODEL)

Level	Description	Examples	External Use	Operational Action
0	No capture	None	No	Do not photograph/film
1	Internal use only	Assessment evidence, internal displays	No	Do not publish externally
2	External anonymised permitted	Blurred faces, hands, behind, cropped activities	Yes	D&M* anonymises before publication
3	External identifiable permitted	Approved identifiable image/video	Yes	Manager confirmation & safeguarding review

*D&M – Design & Marketing team

Mixed consent arrangements may involve parents/carers, schools, local authorities, social workers, foster carers or placement-specific decisions. Highly vulnerable cases may remain permanently anonymised regardless of consent status.

10.1 STAFF MEDIA CONSENT

SCG recognises that staff members also have rights relating to the use of their image and likeness. Staff media consent is managed separately from learner consent and may be withdrawn at any time, subject to reasonable limitations where content has already been published.

Participation in photography or video for promotional purposes is voluntary. Staff should not feel pressured to participate in content creation. Refusal to participate will not adversely affect employment or professional opportunities.

Staff consent forms will be maintained and reviewed periodically in line with organisational procedures.

11. ROLES & RESPONSIBILITIES

Role	Responsibility
Director / Leadership	Oversight and approval of policy
DSL	Safeguarding advice and incident management
Provision Managers	Consent verification and safeguarding approval
Design & Marketing	Safe capture, storage and reporting, editing, anonymisation and publication gatekeeping
Staff	Safe capture, storage and reporting
Volunteers / Contractors	Compliance with policy requirements

12. DESIGN & MARKETING APPROVAL WORKFLOW

Capture → Consent Check → Secure Storage → Manager Review → Design & Marketing Review/Edit → Approval → Schedule → Publish → Archive.

Design & Marketing (D&M) functions as the final publication gatekeeper. Faces will be blurred by default unless a Provision Manager has explicitly confirmed that identifiable use is permitted and safeguarding-appropriate.

13. INCIDENT ESCALATION PROCEDURE

SCG staff should immediately report:

- Accidental publication
- Consent uncertainty
- Lost devices
- Inappropriate contact
- Reputational concerns
- Online abuse
- Boundary concerns or suspected safeguarding breaches – Remove/limit access to content where appropriate and notify relevant management/DSL.

APPENDIX A: PRE-PUBLICATION SAFEGUARDING CHECKLIST

PRE-PUBLICATION SAFEGUARDING CHECKLIST

Please check all the boxes below have been ticked before posting content online.

Have consent levels been verified?

Are faces blurred where required?

No child can be identified through context, location, timetable, uniform, vehicle, document or caption?

Does the content protect dignity and avoid deficit narratives?

Has managerial/D&M sign-off occurred?

APPENDIX B: RED FLAG / DO NOT POST LIST

RED FLAG / DO NOT POST LIST

Do NOT publish content online if includes any of the points below.

- ✗ Restraint/de-escalation events
- ✗ Behaviour incidents or distress moments
- ✗ Medication/health administration
- ✗ Attendance information linked to identifiable learners
- ✗ Safeguarding disclosures, referrals or investigations
- ✗ Confidential documents or screens
- ✗ Live locations creating safety risk
- ✗ Images captured without confirmed permissions



SOCIAL MEDIA STAFF GUIDANCE

How you can help:



Take occasional photos and videos



Share activity ideas



Send small wins



Suggest moments worth documenting

Your workflow:



CAPTURE: Take occasional photos and videos



STORE: Upload content to **SCG Content Submission Form***



or **SEND:** Email content to marketing@sportingchances.org

*A Microsoft form that can be used by all SCG email holding staff via the link above. It is a where all staff-generated content should be sent, to be stored for later use by the Design & Marketing team. If you do not have an SCG email, please follow the 'SEND' instructions above.

Safeguarding considerations:

Using a personal device? Delete the photos / videos after they have been stored via the Content Submission form.

Have you got consent? Do NOT take identifiable photographs or videos of staff or learners without appropriate consent. Focus on photos of the learning environment / processes / hands

You can find out more on this by referring to our:

Social Media Safeguarding Policy

What content could look like:

