



Wynnum Vikings AFL Club
Photography,
Videography and Social
Media Policy

Version 1.0
Approved: Oct 2025

Photography, Videography and Social Media Policy

1. Purpose

The purpose of this policy is to outline the standards and responsibilities for photography, videography, and social media use within the Wynnum Vikings AFL Club. It aims to:

- Protect the privacy, safety, and wellbeing of children and young people.
- Promote responsible and respectful communication online and in public forums.
- Ensure all content representing the Club aligns with AFL Queensland Safeguarding Policies and Queensland's Child Safe Standards.

2. Policy Statement

The Wynnum Vikings AFL Club is committed to creating a safe and positive environment for all members. This policy establishes clear expectations regarding photography, videography, and social media use to protect individuals' privacy, uphold community standards, and support the Club's reputation.

This policy ensures compliance with:

- AFL Queensland's Safeguarding Children and Young People Policies.
- Queensland privacy and child protection legislation.
- The Club's broader safeguarding and conduct policies.
- Queensland's Child Safe Standards

3. Scope

This policy applies to:

- All players (Auskick, Junior, Youth, and Senior).
- Coaches, team managers, gameday volunteers, and umpires.
- Parents, guardians, and spectators.
- Staff and committee members.
- Any person engaged in activities or events associated with the Club.



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4. Definitions

Child Safeguarding Officer (CSO): Committee member responsible for safeguarding compliance and monitoring online content concerns.

Official Club Photographer: A person approved by the Committee to take photos or video content on behalf of the Club.

Administrator: Any person approved to manage or post content to official Club social media accounts.

Consent: Permission provided by a parent/guardian for images or recordings of a child to be captured and used.

Social Media: Platforms such as Facebook, Instagram, TikTok, X (Twitter), YouTube, or other online networks used for communication and sharing content.

5. Guiding Principles

The Wynnum Vikings AFL Club is committed to upholding Queensland's Child Safe Standards in all aspects of our photography, videography, and social media practices.

Our approach is guided by the following principles:

- 1. Child Safety and Wellbeing First**
The safety, rights, and wellbeing of children and young people are our highest priority in all communication and media activities.
- 2. Participation and Empowerment**
Children and young people are encouraged to have a voice and are involved in decisions about how their images and stories are used.
- 3. Family and Community Engagement**
Parents, guardians, and families are informed, respected partners in supporting safe media and social practices.
- 4. Equity and Inclusion**
All children, regardless of background, ability, or identity, are valued, respected, and represented fairly in Club communications.
- 5. Appropriate Conduct of Adults**
Adults are responsible for maintaining professional and safe online and public communication with and about children.
- 6. Safe Environments**
All online and physical environments where images or videos are captured or shared are designed to be safe and age-appropriate.
- 7. Complaints and Concerns**
Children and adults know how to raise concerns about photography, videography, or social media use. All reports are taken seriously and responded to promptly.
- 8. Ongoing Education and Training**
Staff, volunteers, and administrators are trained and supported to understand and apply child-safe principles in digital and media contexts.
- 9. Robust Policies and Procedures**
Clear processes guide consent, content approval, and reporting to ensure all media activity aligns with safeguarding standards and legal obligations.
- 10. Continuous Improvement**
The Club regularly reviews and strengthens its child-safe media practices based on feedback, incidents, and evolving best practice.



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6. Photography Guidelines

6.1 General Rules

- Photography at club events is permitted unless otherwise restricted by the Club or event organisers.
- Images must be respectful, appropriate, and never offensive, unsafe, or harmful.
- No photography is permitted in change rooms, bathrooms, or other private spaces.

6.2 Images of Children and Young People

- Parental/guardian consent must be obtained during before taking or publishing identifiable images of children under 18. (Consent is collected as part of the registration process).
- Where consent is given, only first names may be used in association with an image.
- No personal information (e.g., school, address, contact details) will accompany images.
- Children must be appropriately dressed and represented in a safe and positive manner.
- If consent is withdrawn, the Club will act promptly to respect the request and will remove any existing images as soon as practicable, and no later than within 48 hours

6.3 Official Club Photography

- Designated photographers must be approved by the Committee and briefed on safeguarding requirements.
- Third-party photographers or media outlets must also comply with this policy.
- Live streaming of matches or events must be authorised by relevant committee members.

7. Social Media Guidelines

7.1 General Use

- All social media representing the Club must reflect respect, inclusion, and integrity.
- Offensive, discriminatory, or harmful content is strictly prohibited.
- Club social media accounts will only be managed by Committee-approved administrators.

7.2 Protecting Children and Young People Online

- All photos shared by the Club must meet consent and safety requirements outlined in Section 6.
- Coaches, officials, and volunteers must not privately message, “friend,” or follow players under 18 on personal accounts.
- Communication with juniors must be transparent, open, and include parents/guardians where possible (e.g., group chats, official apps).



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- Any inappropriate content or online contact must be reported to the Child Safeguarding Officer (CSO).

7.3 Personal Accounts

- Members are expected to be mindful when posting about the Club.
- Do not tag, post, or share images of children without parental consent.
- Avoid posting negative commentary about umpires, officials, players, or other clubs

8. Consent Process

- Consent forms for photography/media will be collected at the start of each season via PlayHQ registration.
- The Registrar will securely maintain all consent records and communicate each player's consent status to relevant team managers and coaches.
- Parents/guardians may withdraw consent at any time in writing to the Club.

9. Reporting Breaches

- Suspected breaches of this policy must be reported to the Club President or CSO.
- Reports will be treated seriously and investigated promptly.
- Outcomes may include:
 - Removal of content.
 - Verbal or written warnings.
 - Suspension of access to Club social media.
 - Referral to AFLQ or external authorities for serious breaches

10. Education and Training

- All volunteers and administrators with access to club social media must complete the Safeguarding Online Module annually.
- This policy will form part of the compliance management procedures applicable to all volunteers working with children and young people.

11. Consequence of Non-Compliance

Breaches of this policy may result in:

- Removal of content
- Verbal or written warnings
- Suspension or removal of social media privileges
- Referral to AFL Queensland or authorities for serious breaches



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12. Related Policies

- Wynnum Vikings AFL Club Safeguarding Children and Young People Policy
- Wynnum Vikings AFL Club Volunteer Recruitment and Screening Policy
- Wynnum Vikings AFL Club Code of Conduct
- Wynnum Vikings AFL Club Complaints and Reporting Policy

13. Policy Review

This policy will be reviewed annually or when there are changes to legislation, AFL Queensland policy, or club operations.