

Saint Croix Valley Athletic Association Media Policy

I. Purpose

The purpose of this Media Policy is to establish guidelines for the use of photography, videography, and social media in connection with the Saint Croix Valley Athletic Association (SCVAA) activities. The policy aims to promote the association's events while respecting the privacy and rights of all participants.

II. Scope

This policy applies to all SCVAA-sanctioned events, including practices, games, tournaments, and other activities involving players, coaches, parents, and spectators.

III. Photography and Videography Guidelines

1. **Authorized Use:**
 - SCVAA reserves the right to capture and use photographs and videos taken during SCVAA events for promotional purposes. This includes, but is not limited to, use in newsletters, websites, and social media platforms.
2. **Parental Consent:**
 - At the time of registration, parents and guardians will be informed of the potential use of their child's images. They will have the option to grant or deny permission for their child's likeness to be used in promotional materials. If consent is denied, SCVAA will ensure that the child's image is not used.
3. **Third-Party Media:**
 - Any media representatives, including freelance photographers and videographers, must receive prior approval from SCVAA before capturing images or video at events. Requests should be submitted in writing to the SCVAA board.

IV. Social Media Guidelines

1. **SCVAA-Managed Accounts:**
 - Official SCVAA social media accounts may post photographs and videos that highlight events, achievements, and activities. The posts will be managed to avoid identifying minors by full name unless express parental permission has been granted.

2. Personal Accounts:

- Coaches, parents, and players are encouraged to represent SCVAA positively on their personal social media accounts. Any posts related to SCVAA should adhere to principles of respect and sportsmanship.

3. Confidentiality and Respect:

- Participants should refrain from sharing sensitive information about others, including private discussions, personal matters, or any issues regarding SCVAA activities.

V. Privacy and Safety

1. No Identification Without Consent:

- SCVAA will avoid identifying minors in any photographs or videos by full name or providing personal information in promotional materials. Efforts will be made to focus on group shots rather than individual portraits when possible.

2. Reporting Concerns:

- Any participant or parent who observes inappropriate use of media or feels their privacy has been violated should report their concerns to a SCVAA board member immediately.

VI. Review and Amendments

This Media Policy will be reviewed annually by the SCVAA board and may be amended as necessary to reflect changes in laws, regulations, or organizational needs.

VII. Acknowledgment

By participating in SCVAA activities, parents and guardians acknowledge that they have read and understood this Media Policy and agree to its terms.