



MEDIA, PHOTOGRAPHY, & SOCIAL MEDIA POLICY

Applies to: All participants, leaders, International Service Team (IST) members, contractors, visitors and external partners.

1. Purpose of This Policy

Chamboree encourages the safe and positive use of photography, video, and social media to celebrate the event and share the experience, while ensuring the safety, dignity and privacy of young people and adults.

This policy sets out:

- How images and video may be captured and used
- Consent, permissions, and opt-out arrangements
- Social media expectations for all attendees
- Rules for official event media and external press
- Safeguarding boundaries and reporting routes
- Data protection and removal requests.

This policy supports and must be read alongside the:

- Safeguarding Policy
- Code of Conduct
- Event Governance and Roles Policy.

This Policy is compliance with Scouts UK's photography guidance for large-scale events and Girlguiding UK's photo and video handling requirements.

2. Consent and Permissions

2.1 Large-Scale Event Context

At a large-scale event such as Chamboree, it is reasonable to expect photography and video in public areas; however, individual media opt-outs will always be respected and applied.

2.2 Participant & Youth Consent

- Parents/carers provide media consent during registration.
- No-photo individuals will be flagged to the Media Team and must not be intentionally photographed.
- Young people with no-photo consent will:
 - Not appear in close-ups
 - Be positioned accordingly in group photos
 - Never be individually identified or highlighted.

2.3 Adult Consent

- IST members and Leaders may opt out during staff registration.
- Their preferences will be respected in all official media.

3. Official Chamboree Media (Accredited Media Team)

3.1 Accreditation

Only individuals authorised by the Communications & Media Lead may act as official photographers or videographers.

They must:

- Wear event Media accreditation
- Have safeguarding and consent briefings
- Follow The Scouts Yellow Card and Girlguiding A Safe Space.

3.2 Official Media Usage

All official media:

- Is stored securely

- May be used for event promotion, communications, or archives
- Must comply with all opt-outs
- Must avoid identifying children (no names, schools, home areas)
- Must avoid vulnerable, distressing or inappropriate moments.

3.3 No-Photo Individuals

If a no-consent participant is accidentally captured:

- Images **must not** be published
- Deletion will occur promptly on request (GDPR right to erasure)

4. Personal Photography & Video

Adults and Leaders may take personal photos for private, non-commercial use provided they:

- Do not deliberately photograph no-photo individuals
- Do not photograph young people outside their own group without permission
- Do not record private or sensitive situations
- Follow Yellow Card and A Safe Space boundaries
- Never identify children by name online.

Not Permitted

- One-to-one photography of young people (except their own child)
- Images taken in tents, showers, toilets, changing or medical areas
- Photography or filming of anyone in distress, injured or compromised

5. Young People Taking Photos & Videos

Young people may take informal photos and videos for their personal memories if they:

- Are respectful and consensual
- Avoid photographing anyone who has opted out
- Do not post sensitive or identifying content
- Do not share real-time location details online.

Private spaces remain strictly prohibited.

6. Drones & Specialist Equipment

- Personal drones are not permitted.
- Any aerial photography must be undertaken only by authorised, trained operators under Media Lead approval and UK aviation regulations.

7. Social Media – Personal Use

Allowed

- Positive sharing of event experiences
- Use of official event hashtags
- Images that respect consent and safeguarding.

Not Allowed

- Posting images of participants from other groups
- Posting or tagging no-photo individuals
- Posting any incident, emergency or crisis
- Posting identifiable personal information
- Posting images involving alcohol with official branding

Online behaviour must always comply with the Code of Conduct.

8. Social Media – Official Channels

Only the Communications & Media Team may:

- Operate official Chamboree pages
- Release event updates
- Publish promotional or press material.

Subcamps, departments and teams **may not** create public-facing pages without written approval.

Private staff communication groups (WhatsApp, Facebook) must:

- Be closed
- Exclude all young people
- Follow safeguarding and confidentiality rules.

9. Inappropriate Content – Reporting & Actions

9.1 Reporting

Concerns about photography, filming or online posts must be reported immediately to:

- Subcamp Team
- Media Team
- Duty Manager / Safeguarding Team (if risk is present).

9.2 Actions

May include:

- Removing content
- Requesting deletion
- Safeguarding investigation
- Behaviour & Discipline procedures
- Informing the police (where illegal content exists).

10. External Media & Press

External media must:

- Be **pre-approved**
- Sign in on arrival
- Be escorted at all times
- Follow all consent and safeguarding rules
- Not interview young people without Leader supervision and parent/guardian permission
- Not enter subcamps unescorted.

Unannounced media must be referred immediately to the Duty Manager.

11. Emergencies, Incidents & Crisis Communications

During an incident:

- No one other than the Communications Lead or Camp Chief may speak to the press
- No posting, live-streaming or sharing of incident information or images
- Personal content of incidents must not be uploaded
- All instructions from Operations, Duty Manager or Safeguarding must be followed.

12. Data Protection, Storage & Removal Requests

In line with UK GDPR and DPA 2018:

- Images of identifiable individuals are personal data
- All official media will be stored securely
- Access restricted to authorised personnel
- Individuals may request removal by emailing media@chamboree.org.uk
- Media Team will respond promptly, remove where appropriate, and verify safeguarding or consent issues.

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