



Bradford (Park Avenue) AFC Media Policy

EST. 1907

Date Created: 17/02/2025

Renewal Date: 17/02/2026

1. Introduction

Bradford (Park Avenue) AFC recognises the importance of media, including photography, filming, and social media, in promoting the club and engaging with supporters. This policy sets out guidelines to ensure responsible and appropriate use of media in relation to the club, its staff, players, and supporters.

2. Photography and Filming

- Photography and filming at club events, matches, and training sessions must be conducted with appropriate permissions.
- Official club photographers and media personnel will be clearly identified.
- Consent must be obtained from individuals, including players and supporters, before capturing and publishing images where required by law.
- The club reserves the right to restrict or deny photography and filming in certain areas for security and privacy reasons.

3. Social Media Usage

- Official club social media accounts must be managed in a professional manner and in accordance with the club's values and regulations.
- Staff, players, and supporters are encouraged to use social media responsibly and avoid sharing defamatory, offensive, or inappropriate content.
- Any media content representing the club must be approved by the designated media officer before publication.
- The club reserves the right to remove or request the removal of any content that breaches this policy.

4. Media Accreditation and Press Access

- Journalists, photographers, and videographers must apply for media accreditation before attending matches and events.
- Accredited media personnel must adhere to club guidelines and respect the privacy of players and staff.
- Interviews and press engagements must be coordinated through the club's media officer.

5. Complaints and Violations

- Any concerns regarding media usage should be reported to the club's media officer.
- Violations of this policy may result in restricted access to club facilities and events.
- The club reserves the right to take legal action against any misuse of its media content.

For further enquiries, please contact Thomas Ogden at Thomas.Ogden@bpafc.com.