



# LIVE STREAMING GUIDANCE

(EVENTS, CLUBS AND TEAMS)

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## OVERVIEW AND PRINCIPLES

Technology is fast moving with new ideas, websites and apps being developed on a regular basis. Live streaming has become increasingly prevalent due to the ease it brings in showcasing games and events.

Live streaming is a live visual broadcast over the internet. All you need to be able to live stream is an internet enabled device, such as a smart phone or tablet, and a platform (such as website or app) to broadcast on. At the click of a button, you can broadcast anything you are doing across the world without delay or edit.

With the popularity of live streaming ever increasing and with children, young people and adults at risk taking part, it is important to remember that live streaming can be both unpredictable and hard to moderate which is understandably worrying for parents and carers. It is important to ensure that all of those involved within a live stream understand what risks children, young people and adults at risk may face, and take the practical steps to make an individual's basketball, and online, experience safer.

Basketball England has some basic principles when it comes to photography, videos, and images:

- The interests and the welfare of children, young people and adults at risk taking part in basketball are paramount;
- Parents/guardians and children/adults at risk should consent for images to be taken and used;
- Parents/guardians and children/adults at risk have a right to decide if their images are to be taken, and how those images may be used;
- Consent only lasts for one year and is not indefinite;
- Excessive personal information accompanying images could place a child or adult at risk in jeopardy.
- Images should never be taken in changing rooms;
- Images should only be taken by authorised persons,
- All images should be securely stored;
- In the case of images used on websites, care must be taken to ensure that no identifying details facilitate contact with a children/adults at risk by a potential abuser.

By adopting the points highlighted in these guidelines, you will be putting into place the best possible practice to protect children, young people, and adults at risk.

Basketball England has developed this guidance, with the Child Protection in Sport Unit (CPSU) to ensure that when live streaming is used, best practice, good guidance, and some simple steps to safeguard all of those involved are taken to keep the basketball environment as safe as it can be.

This guidance has been developed in-line with Basketball England's Photography and Video Guidance and aims to help build upon it. This guidance does not supersede the photography and video guidance or make it redundant.

## **USING LIVE STREAMING**

The following information and steps must be considered before live streaming a game or event that involve children, young people and adults at risk.

### **CONSENTS**

Before any live streaming is undertaken, consent must be obtained from the parent/carer of the child, and the child or vulnerable adult.

Consent must be sought from all individuals that will be involved. Without consent from one individual in the group, the live stream must not go ahead. Whereas you may be able to manage photography, when it comes to one individual declining consent, a live stream cannot be edited or filtered to avoid an individual and therefore it cannot go ahead.

You must never assume someone has given consent if you cannot evidence that consent is questioned.

When the individual and parent/carer is giving consent, you must have the following answers available;

- Where the live streaming will take place (Facebook, YouTube etc).
- Will the stream be set up in any way, such as restricting 3<sup>rd</sup> party embedding
- What page/profile it will be streamed onto (if applicable).
- How the game will be advertised on the stream (teams, venue, names)
- Who the stream will be monitored by and for what purpose
- When the live stream will go live and when it will end
- Once the stream has finished, where the footage may be published and/or stored
- Where the consent forms will be stored
- How any individual can withdraw their consent if they wish to do so.

Consent must be granular and clear so that everyone is clear on how it will operate, this is extremely important when it comes to adults at risk and participants who may have additional needs. The consent must not be long winded and confusing so that an individual is consenting to something they don't understand.

Basketball England has developed a basic live streaming consent for clubs for single-use, to edit and use if required. It can be downloaded here:

### **[DOWNLOAD LIVESTREAM FORM \(SINGLE CLUB\)](#)**

If you wish to seek consent from parents for a season, there is a consent form here which you can edit to cover multiple games. Before using this consent form, it is important that you conduct your own checks on the opposition teams to ensure you are satisfied that the stream will be safely managed.

### **[DOWNLOAD LIVESTREAM FORM \(MULTIPLE CLUBS\)](#)**

## BEFORE THE EVENT

Before the event, some basic steps and measures should be taken to ensure the live stream can run smoothly:

- Get consent

As highlighted above, consent must be obtained from each individual participant before live streaming can go ahead. **Without any consent you must not live stream any event.**

- Choose the platform that you will be streaming from

You will need pick a live streaming platform that you wish your event or game to be streamed through. You will then need to familiarise yourself with the platform to understand how it works, how it is set up and what security/privacy settings can be place on the stream. Different platforms can provide different and varying services, some for free but some come at a cost, so you should do your research across the board to ensure you find the right fit for your needs.

- Identify who will be leading on the live stream

You need to think about which individual will be leading on organising the live stream. This person should have a basic understanding of how the live stream is set up and works and be able to answer any questions that anyone may have around this. They must also be familiar with the platform being used and how it should be managed. They must be familiar with your responsibilities in terms of data protection.

- Camera & equipment

There are many different cameras and equipment available to be able to set up a live stream. As it varies widely in terms of set ups, connections and quality of the live stream, you will need to consider these points:

The type of camera - what kind of quality live stream do you want to achieve?

The connections required between the camera, laptop/computer/device, and the live streaming platform - does the camera connect with your laptop or device?

The live streaming platform requirements - does it require a certain connection or camera?

Any additional equipment, such as tripods?

Considering the above will help aid you in finding the right equipment before the event and help ensure that the running of the live stream is not hindered.

- Wi-Fi / Internet Connection

Probably the most obvious necessity, is a solid, reliable Internet connection. Any distance or surfaces between the transmitter and receiver will degrade the signal strength, and thus the connection speed.

If it's at all possible you should use a wired connection. A wired connection will be faster than a wireless connection, won't be affected by radio interference and your connection speed will remain constant.

Venues may have varying internet connections, so you will need to get access to the one that suits you. It may be worth speaking to the venue about live streaming beforehand as they may have experience and be able to advise you of the limitations in the building.

Some venues may require you to pay extra to upgrade to a better internet connection, so you may need to consider this.

- **Location of the camera**

Before the event, you will need to look at where the right amount of space means that it shouldn't be encroaching on the court, blocking fire exits or using up unnecessary amounts of space that could be used more effectively for other needs.

Thinking about the cables and wiring that may be used to run the stream should also assist in ensuring the spectators & participants safety isn't compromised.

The live stream needs to be considered within your event risk assessment and event welfare plan. See also Section 4 – Live Streaming Game Day Set Up.

- **Making the spectators aware**

Putting up some posters around the venue to make the spectators aware that live streaming is going on is extremely good practice. It doesn't have to be detailed, but the poster will need to identify the live streaming, where the camera is located and if they have any concerns, who to speak with.

You should consider an area for spectators who don't wish to be on the live stream.

You will need to look at having an area in the venue where you can place spectators who don't wish to be on the live stream. It could be something as basic as having their backs to the camera or sitting them in line with the camera, it really depends on the venue that you are in. Again, this should be referred to in your risk assessment and event welfare plan.

- **Run a demonstration beforehand**

It may be worth setting everything up and ensure it works before the big day. This will help avoid any hiccups during the event, help you get used to the stream and iron out any irregularities.

## DURING THE EVENT

- The live stream will need to be monitored throughout its whole duration

You will need to have someone monitor the live stream throughout so that any incidents or inappropriate behaviour can be logged and reported. It also means that the live stream can be stopped immediately if needs be if the welfare of any child, young person or vulnerable adult is put at risk.

You can also monitor comments, use of the stream and see if any use falls outside of the code of ethics and conduct. If it does, it enables you to take swift action to block and/or ban any individual who uses it inappropriately.

- Don't stream longer than needed

You should only stream for the event and not stream for longer than required. There is no need to stream 30/40 minutes before the event, you should look to set the stream going 5 minutes before the event.

This helps prevent individuals sharing the stream too far ahead of the event to people who may seek to do harm, or share on different areas of the internet. A lot of this should be covered by how the stream is set up on the platform as some prevent streams from being distributed or embedded.

- Be prepared to take the live stream down

Being prepared to take the stream down at any minute is vital.

If you recognise that the stream is being used inappropriately and you feel the welfare of the individuals involved is at risk, you must pull the stream immediately.

- Focus on the game itself and not the individuals

The footage should be of the overall game itself and not be singling out individuals throughout the whole game. Keeping the stream as general as possible helps in protecting children, young people, and adults at risk from over-wanted attention and can lead to them being easily identified by individuals who may wish to harm them or identify them outside of the event.

## AFTER THE EVENT

Just because the event has finished, and the stream has ended doesn't mean there isn't anything left to do with it.

- Ensure the stream has ended

Always double check that once you have ended the stream, that it has ended. Depending on the device and streaming service used you may think it has ended and decide to walk off into an unsuitable area for photography use so it is always best practice to double check.

- Remove / Send / Download / Post the live stream

Depending on what you indicated on your live stream consent form, you may have some steps to take in terms of handling the live stream now it's out there on your platform:

**Remove** - You may wish to remove the live stream totally and keep the footage private after it has ended

**Send** - You may want to look at sending the video out to the individuals that were involved within the live stream (such as the players and coaches - ensure you have permission to do this).

**Download** - You may want to download the video and keep the video footage on file for future use.

**Post** - You may want to post the video on more platforms than it was streamed on (e.g. a club's YouTube channel)

What you do with the stream should sit within the consent form and you should not be using the video for anything other than the stated terms on the consent form. If you use the video outside of the terms set in the consent form this will be in breach of Basketball England's Photography and Video policy and any breaches can and will be investigated by Basketball England.

- Take statistics from the live stream

Depending on your live streaming platform you may be able to take some statistics from the live stream such as:

- Overall number of viewers
- How long the viewers watched for
- Location of the viewers
- Gender and age of the viewers
- Any noticeable trends and reactions to the stream

Taking these stats can provide you with some great insight into the stream and may assist you in improving your live streaming in the future.

## **SAFEGUARDING & LIVE STREAMING**

Clubs and teams benefit from using images of young participants to promote and celebrate activities, events, and competitions.

However, the use of photos and videos on websites and social media and in posters, the press, or other publications, can pose direct and indirect risks to children and young people if not managed correctly.

Therefore, when it comes to live streaming, some additional advice and guidance should be considered to safeguard and protect children, young people and adults at risk.

### **GOOD SAFEGUARDING PRACTICE**

- Display live streaming poster

Creating a poster and displaying this around the event is a good way of making all individuals aware of what is going on inside of your event. It allows people to be able to position themselves in a place that suits them, and it makes sure people aren't being broadcast without their knowledge.

You have a duty of care to safeguard the individuals who are on the court but also, that duty of care extends to those who are in attendance in another capacity such as young officials and volunteers.

- Create behaviour guidelines for during live streaming

All those involved in the game should be reminded of the Code of Ethics and Conduct to ensure appropriate behaviour throughout. This could be addressed before the event by sending out the Code of Conduct to the teams or through a pre-match meeting. Participants should be reminded that any Code of Conduct breaches in-person or online will be reported to Basketball England.

The spectator code of conduct should also be considered and advertised throughout the venue. Basketball England's code of conduct can be found on our website below:

**[DOWNLOAD BASKETBALL ENGLAND'S CODE OF ETHICS & CONDUCT](#)**

- Focus on the team

With the same principles of photography and video, the stream needs to be focusing on the whole team and not just specific individuals. Focusing on specific individuals for long periods of time could lead to identification and potential unwanted contact from inappropriate individuals who may wish to harm children, young people and adults at risk.

- Always in the venue

The stream must be kept within the venue and focused on the game.

By allowing the stream to 'wander' and be used within other areas of a facility e.g. the changing rooms, may encourage inappropriate use.



It is best practice to keep the stream focused on the court solely to promote the game.

- Identify who is responsible for the stream for any concerns

Identifying an individual who is responsible for the stream and informing everyone of this provides a point of contact if any concerns, enquiries, or questions arise. This allows for quick fixes or action to be taken if there is any poor practice being observed or breach of policy when the live stream is underway.

## **POOR SAFEGUARDING PRACTICE**

With any form of photography, video and use of images there is always an inherent risk when children, young people or adults at risk are involved. Being aware of poor practice when it comes to photography, images, video and live streaming will aid you in being able to spot inappropriate behaviour.

- **Focusing on individuals**

Focusing on specific individuals for long periods of time and in particular, including a child's personal information alongside their image can lead to them becoming vulnerable to individuals looking to locate, contact or 'groom' children for abuse.

Therefore, focussing on the team is paramount to safe live streaming.

- **Never live stream in private**

Live streaming should always take place in a public area. It shouldn't be confined to any private areas within a facility such as a meeting room or the changing rooms. Even with the best intentions, this can lead to allegations of a safeguarding nature and warrant investigation by Basketball England.

Keeping the stream set on the game and in the main venue allows for transparency and adherence to best practice when it comes to photography, video and images of children, young people, or adults at risk.

- **Too much information on advertising the live stream**

Other details identifying the sports organisation, school, or club, can be used to groom a child, young person, or adult at risk. Advertising alongside the live stream the venue name, team names, individuals' names involved in the game can potentially lead to individuals being identified which can be an issue for children at risk.

- **Leaving the stream unattended or not monitored**

Leaving the stream unattended or not monitored allows for standards to drop, inappropriate behaviour to creep into the live stream and potential unsuitable use of the live stream. Having it monitored, ensures that standards of practice around the live stream are kept high, the use of the stream is used for its intended purpose and if there is any inappropriate behaviour or misuse occurring it can be addressed swiftly.

## **APPS AND SOFTWARE**

There are a wide range of apps and software that are available to use for live streaming and each has its pro's and con's. Below are some advantages and disadvantages around some of the more popular apps and software.

This is not an exhaustive list, or an endorsement of the apps/software detailed below. Each club, team or person who is looking at including live streaming should research each app and/or software that they wish to use and do their own due diligence when selecting their preferred choice.

### **FACEBOOK**

Facebook Live is the live streaming feature attached to Facebook. Users can film and upload videos in real time. If a user's Facebook profile is public, any other user can search for their live video and view it by searching for key words within the title or location tags. If their profile is private, only their friends will be able to view their live video. Live videos can last as long as 4 hours and remain on Facebook until the user deletes them.

As with images, users can mark their location and tag friends in their live video. When watching a live video, viewers can leave live comments whilst the video is playing. This creates a comments thread underneath the playing video and will remain there when the video has ended. Users can also choose to 'like' or react to a video using a range of symbols/emojis. These are seen by the user as they are filming.

Live streaming means that anyone streaming is not able to edit/review their video content before it is uploaded. Live streaming can be both unpredictable and hard to moderate which is understandably worrying for parents and carers. In some instances, it can lead to accidentally sharing more information than they intended. Before going live, give your Facebook account a privacy check by tapping Privacy Shortcuts, then Privacy Check-up in the help and settings menu.

Facebook enables users to report inappropriate content also.

### **YOUTUBE**

YouTube is a video sharing website and app that allows users to share, view and upload videos via mobile, tablet, laptop and desktop computer. YouTube has a specific area of the site that allows viewers to watch, create and upload live videos.

Live videos are created in real time and can be instantaneously streamed on YouTube without editing. Viewers can choose to watch live videos by clicking on the 'Live tab'. Various media outlets such as Sky and BBC have Live channels on YouTube.

Individual users with YouTube channels can also create live videos and share their own content. Content in Live videos is moderated in the same way as other YouTube videos. Users can flag inappropriate content using the 'flag' icon. When a video is flagged, YouTube staff review the content and decide whether the content violates YouTube Community Guidelines. YouTube may then decide to apply age-restrictions to the video or remove the video from YouTube.

YouTube has 'community guidelines' about what content should and shouldn't be uploaded and states that any video content that breaks these guidelines will be removed or become age-restricted.

These can be found at:

<https://www.youtube.com/intl/en-GB/howyoutubeworks/policies/community-guidelines/>

If your club or team has their own YouTube channel, it is important to be aware of what you can post and who can view it. We would recommend you have a conversation as a club or team to understand what might or might not be suitable for you to share. Are you and your participants comfortable with the idea that a video could be seen by anyone all over the world? Does the video contain identifying features – school uniform, your house or local area – which might enable a viewer to trace your participants?

It can be difficult to keep ownership or control of a video once it has been posted on the internet. The video may be copied or reposted without your knowledge and it can then become difficult to remove every copy online. Similarly, to other social media platforms, YouTube has a private messaging function where users can send each other messages and videos.

When a video is uploaded to YouTube, the automatic default is set to public so anyone on the YouTube site, even if they aren't registered, could potentially view the video. This can easily be changed by adjusting the privacy settings on the account. The three different privacy settings are as follows:

- **Public** - A default setting that allows any user on YouTube to view the video
- **Private** - Allows you to restrict your video to be viewed by only yourself and other users that you select
- **Unlisted** - Only people who have the link to the video can view it. The video will not show up on your channel page or come up in any YouTube search filter

To adjust these privacy settings:

**For a computer:** sign into the account and go to creator studio > video manager > video > edit > select privacy setting > save

**For Android/iPhone:** sign into the account and go to my videos > next to the video you want to change tap the menu icon > edit > select privacy setting

If another YouTube user posts a video of you, your team, and/or its participants, or shares your personal information, without your consent, you can request this content to be removed.

Detailed instructions on how to do this are available on the YouTube Safety Centre at

<https://www.youtube.com/yt/policyandsafety/en/GB/safety.html>

## **INSTAGRAM**

Instagram is a service which allows the user to take and edit photos and videos and then post them online. It can also be used to share photos and videos on other popular services such as Facebook, Twitter, Flickr, Tumblr and Foursquare.

To create an Instagram account, the app must be downloaded. Once an Instagram account has been set up, it can also be accessed through the Instagram website on other devices.

Like many other popular apps, Instagram have introduced a 'live streaming' feature. This allows users to create and upload videos in real time. Live videos are then instantly uploaded to Instagram and can be seen by a user's followers (people the user has allowed to view their profile if they have a private profile) or by anybody (if they have an open profile). Followers or other unknown users can comment on the videos as they are being viewed.



These videos do not show on the user's profile. As with all content on Instagram, imagery can be screenshot or recorded and can remain on the internet despite the live video ending.

The default privacy setting within Instagram allows anybody to view and comment on a user's photos and videos. However, privacy settings allow the user to decide if they want only their 'followers' to see their photos and videos, and the comments about them.



Users can use privacy settings to share photos and videos with their followers only.

To set posts to private from the Instagram app:


### Apple iOS

1. Go to profile by tapping 
2. Tap 
3. Turn on the Private Account setting

### Android

1. Go to profile by tapping 
2. Tap 
3. Turn on the Private Account setting

### Windows Phone

1. Go to profile by tapping 
2. Tap Edit Profile
3. Turn on the Posts are Private setting by checking the box and then tap the check mark to save changes

Please note:

- Profile photos, usernames and the bio screen will always be public.
- Users can block and remove followers on Instagram. The person who is blocked won't be informed about this.
- Shared private Instagram posts sent to social networks (e.g. Twitter) can be seen by the public unless you have set up your privacy settings on those social networks too.
- Remember to look out for location-sharing which users can enable with the 'Add to your Photo Map' feature. It is set 'off' by default. When it is on, this feature publishes the location in which a photo or video was taken, which is risky information to share publicly if children, young people, and adults at risk are involved.

Instagram has developed a filter that will block certain offensive comments on posts and in live video. All other comments will appear as they normally do, and you can still report comments, delete comments, or turn them off.

## **SNAPCHAT**

Snapchat is a mobile application that allows users to create, edit and share pictures and videos. Images sent on Snapchat are often referred to as 'snaps'. Snapchat's tag line is, "life's more fun when you live in the moment". Thus, Snapchat focuses on capturing 'moments' quickly; users take images and videos and send them instantly.

The unique feature of Snapchat is that images disappear with seconds. Snapchat users can specify how many seconds they would like their images to be seen by the recipient(s). This can range from 1 to 10 seconds. After the chosen time, the image will 'disappear' from the recipient's view. However, this does not necessarily mean that images are permanently deleted. Images can be screen shot by other users or recorded using another device.

Snapchat alerts users when a screenshot has been taken, however this is not always 100% accurate.

Snapchat users can use 'geofilters' – these are overlays that include graphics and picture effects that show where a person is in the world. This uses the phone's geo-location data.

Images and videos can be sent directly to other users via Snapchat. They can also be downloaded and shared on other platforms such as Facebook and Instagram.

Previously known as 'Our Stories', 'Live Stories' allow users to take images and videos and create a story with other Snapchat users based on their geographic location. For example, if a Snapchat user is at an event such as a music festival, they can create content that will be added to a collective Snapchat 'story' relating to that event. The story is compiled by Snapchat and can only be created when a user's geo-location is enabled. Stories can be viewed by any Snapchat user even if a contributing user's profile is 'private'.

The brief nature of Snapchat is a fun feature but can mean images can be taken on impulse without thought that people might later regret. Images and videos can be screen shot or recorded with another device, meaning that they may become permanent.

It can be risky to share location using apps especially when children, young people and adults at risk are involved. You should look to keep your geo-location private, especially if children, young people and adults at risk are involved, by going into the app settings and disabling location for Snapchat. Everyone should be aware that:

- If you choose 'Everyone' for 'Who Can Contact Me,' Snapchat users you haven't added will be able to send you Snaps and Chats.
- If you post a Snap to your Story, and then change your settings so only friends can see your Story, others may still be able to see the Snaps you posted before the change.
- Even if Snapchat have not notified you that an image has been screen shot; this may still have occurred. Third party apps have been created that allow users to download software that hide when they have screen shot an image or video.

## **PERISCOPE**

Periscope is a live streaming app, developed by the creators of Twitter to share live, Realtime events and news stories from around the world.

Periscope allows users to broadcast live videos to the public or a 'group' (a selected number of chosen users). Live streaming can be both unpredictable and hard to moderate as videos are not edited prior to being posted.

With live streaming, there is no opportunity to pre-record or edit content, therefore it's important to consider whether there is anything in the video that could enable other users to identify any child, young person or adult at risks' location or identity.

## **LIVE STREAMING GAME DAY SET UP**

In an ever-changing environment of technology, many clubs are utilising Live Streaming as an option to showcase their league fixtures and in some cases training session for children, especially since the Covid pandemic.

Where possible, we want to have as many live streamed fixtures available for the NBL/WNBL as possible. There is a dedicated channel via the 'BE Youtube platform' on which all Division One Men and Women's fixtures, plus all NBL/WNBL Finals are streamed. Other clubs in the leagues may wish to live stream via their own clubs platforms, and where applicable, we can add the links to our news releases and advertise on social media.

If you need any help setting the logistics of Live Streaming, please email:

[\*\*competitions@basketballengland.co.uk\*\*](mailto:competitions@basketballengland.co.uk)

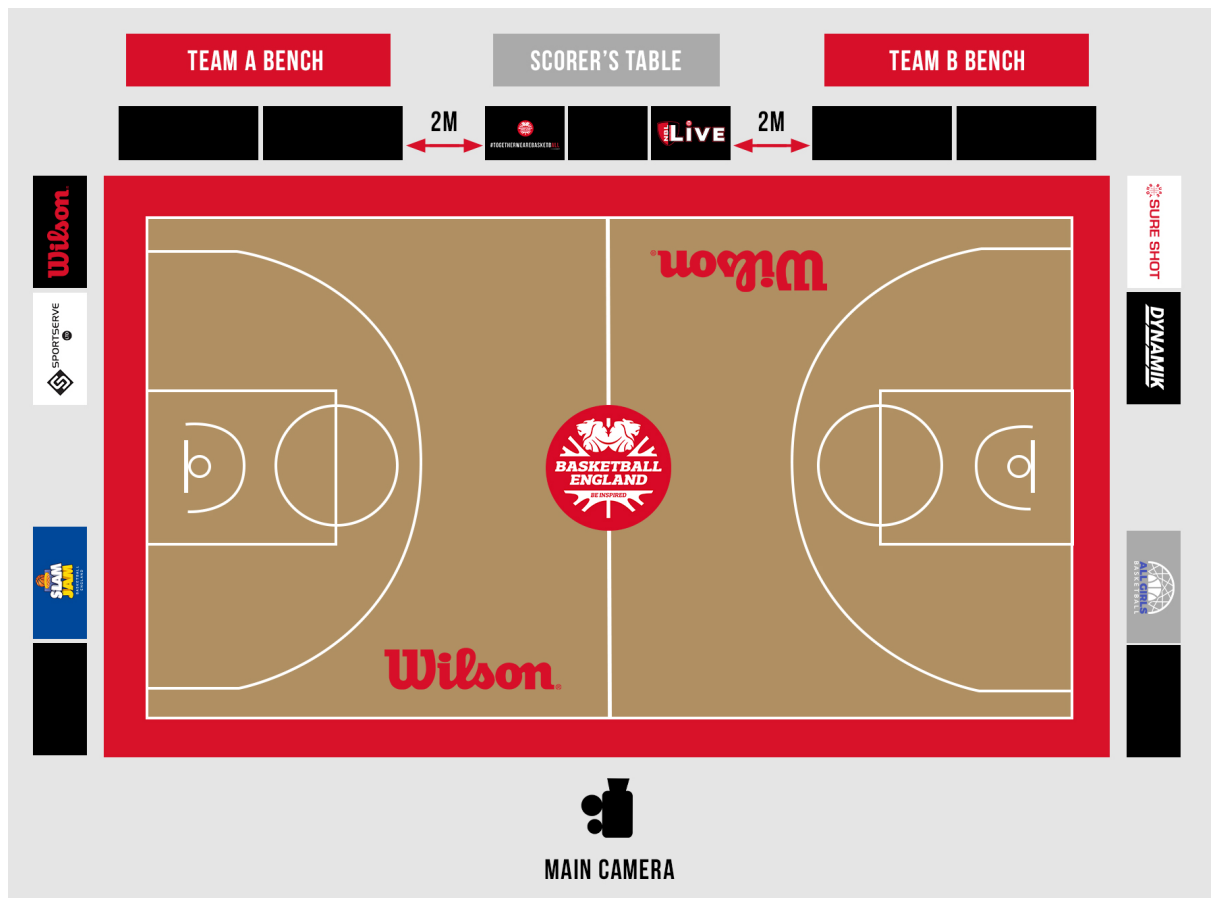
## **FACTORS TO CONSIDER WHEN LIVE STREAMING**

Mandatory for all Division One Men and Women's leagues:

- Good quality footage in HD with focus.
- Good streaming angle and not a poor angle i.e. don't Live Stream in the corner of a venue or at court side view. Being at a high point, near the centre of the court is the best option.
- Ensure the full court can be seen and the scoreboard is embedded.
- If the scoreboard is not embedded within the stream, please ensure the scoreboard is visible.
- Limit obstructions of the view of the camera.
- Do not obstruct the run-off space on side-lines and end lines to ensure there is no breach in regulations from standing in the area.
- Ensure kit numbers can be seen.
- Announcers should have a good understanding of what can and can't be said and must remain impartial at all times. Please see announcer guidance below.
- The person filming the stream should remain silent.
- Where possible, the court must be clean with limited court markings. Please see diagram below for the court set up.
  
- The following should be promoted;
  - NBL sponsors and partners: Official ball supplier: Wilson
  - Official floor supplier: Dynamik Sports surfaces
  - Official scoring provider: Sportserve
  - Official equipment provider: Ransome Sporting Goods



## MATCH DAY SET UP



## GAME ANNOUNCER NOTES

### AUDIENCE

The viewers to the live stream are likely to have a reasonable understanding of the game – so whilst nuances of rules or competition structure may need explaining, the basics of the game do not.

The audience for National Basketball League matches on YouTube is likely to be primarily British, however, commentators should remember that YouTube has a global following and some viewers may have English as a second language.

Caution, therefore, should be given to use of British idioms or references that may not be understood by a wider audience. It is not to say that these should not be used, but that they are done so appropriately and/or explained.

Always consider the context of the game. Keep reminding the audience why the game is important, what it means in terms of standings, personal player stats, records, etc.

Note the shot clock on occasions to build excitement and increase the pace of the commentary.

## **RAPPORT**

A good rapport with any co-commentator is essential and helps provide a different voice. During fluid passages of play, the co-commentator's input needs to be crisp, interesting and sharp. Long answers risk "crashing" important shots or baskets. But when the ball is out of play, or during time outs, or free throws, there's more time for the co-commentator to make a point, providing insight to the viewer.

Commentator and co-commentator should ensure they don't talk over one another with good choreography – you can be active and use your hands either to get a colleague to wrap up or to come in, depending on the circumstances. But the more you work with someone, the better the rhythm will become.

## **ENTHUSIAM**

Basketball England expects the game to be appropriately promoted, irrespective of the outcome and therefore commentators should show the same levels of enthusiasm for both the home and away team. The audience is expecting a neutral commentary bias towards the home team is not acceptable.

If a co-commentator has links to the home team, as a former or injured player for example, it is acceptable for them to refer to the home team as 'us' or 'we', but it is not acceptable for the lead commentator to do so.

Highlights and clips from games may be used at a later point either on the site or via social media and clips of spectacular plays are enhanced by appropriate commentary to go with them, irrespective of which side completes them.

Commentators are advised not to talk down the game they are covering. *'We're at the end of the first quarter and this one is over already'* is essentially telling them to stop watching your coverage.

## **PREPARATION**

It is important for commentators to know the names of players of both sides and have some understanding of the abilities and backgrounds of those players. Again remember the viewer may or may not know players on either team, so calling one team by only their first names and the other by only their surnames is not acceptable.

In general players should be referred to by surname, the exceptions to this could be siblings, players who have been in the league for a long time and/or who have unique first names. It is important to know the relevance of the game to both teams, how it impacts on standings, play-off qualifications etc and also the results of previous meetings from this or previous seasons. Likewise former players playing against old teams or team-mates or general information the viewer may not be aware of that will enhance the viewing experience.

Commentators must have an understanding of the competition structures and what outcomes will mean for both clubs eg *"a win here sets up a quarter-final with Team X to be played in two weeks time"* or *"victory for the visitors will move them into the play-off places"*.

The opening of the show should be a minimum of 10 minutes long, commentators must ensure that this time is filled appropriately. This may require both commentators to discuss the action coming up, what else is happening in the league, team news etc.

At half time and at the end of the game, commentators should conclude with an appropriate level of wrapping up of the action, including, key moments, celebrations and potential implication of victory/defeat on standings.

Prepping your voice is also a good preparation. Often, it's not what's said, but how it's said. Make sure you have plenty of energy and enthusiasm, so your voice has light and shade. Eat well beforehand, stay hydrated and please refrain from shouting/screaming beforehand, anything that will keep your voice in good condition for the broadcast.

## **GAME PROMOTION**

The commentary is on behalf of National Basketball League and Basketball England and therefore a positive image of the league and the broadcaster should be maintained at all times.

## **BALANCE**

It is important to remember that the commentary is for both teams and the viewers may be supporting either (or neither) team and therefore an appropriate level of balance should be struck.

Whilst you may be commentating on the same team every month, you should remember the audience may not be watching that team every week and will expect a balanced commentary.

In all likelihood there will be a greater proportion of neutral and/or away team supporters watching the game than supporters of the home team.

Again if working with a co-commentator who has a link with the home team, it is important to ensure that a balanced view of the action is given to the viewers.

It is particularly important to maintain this balance in games that are not close. Whilst commentary teams should try to provide some insight into why team might be winning/losing, it is not the commentator's role to be overly effusive or critical.

## **REFEREEING**

Commentators should not overly question or undermine the decisions of the officials. It is the commentator's role to describe what has been called. Commentators should also have a good understanding of the rules, but remember they are not trained to the same level as the officials calling the game.

If co-commentator questions decisions of referees, the commentator should again provide appropriate balance.

Like players, coaches and commentators, officials will make mistakes, but it is unacceptable to question their integrity or imply that one decision has a disproportionate impact on the outcome.

Commentators should, at all times, retain respect for those playing and coaching the game on both sides. It is unacceptable to denigrate players or coaches of either team, even if they are having a poor game.

Questioning tactical decisions should be done in an appropriate manner and likewise noting poor performance should be made in a suitable way.

## **FURTHER GUIDANCE & LINKS**

Thinkuknow have worked with young people to understand their thoughts around live streaming and they have found that young people often do not realise that live streamed videos can be recorded. Speak to any child, young person or adult at risks' that you work with to ensure they understand that anything they do online can be recorded without their knowledge or permission.

If you have any concerns about grooming, sexual abuse or exploitation on Facebook or on any online app or site, report to CEOP at

**[www.ceop.police.uk/safety-centre](http://www.ceop.police.uk/safety-centre)**

For more advice and guidance around different apps and websites, please see links below to Thinkuknow and Net Aware:

### **THINKUKNOW**

**<https://www.thinkuknow.co.uk/professionals/>**

### **NET AWARE**

**[www.net-aware.org.uk/networks/?order=title](http://www.net-aware.org.uk/networks/?order=title)**

For more advice and guidance around child protection and safeguarding in sport, the Child Protection in Sport Unit has advice for all which encompasses a range of different topics:

**[www.thecpsu.org.uk/help-advice/](http://www.thecpsu.org.uk/help-advice/)**

**WE ENDEAVOUR FOR THIS GUIDE TO BE UP TO DATE AS POSSIBLE, HOWEVER DUE TO THE CHANGING NATURE OF SOCIAL MEDIA, THE INFORMATION AND ADVICE IN THIS GUIDE MAY DATE OVER TIME.**