



University of
St Andrews

Saints Sport livestreaming policy

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Purpose	To outline standards and procedures for live-streaming sports events by Saints Sport and University of St Andrews affiliated sports clubs.

Version number	Purpose / changes	Document status	Author of changes, role and School or unit	Date
1.0	Introduction	Active	Assistant Director (Commercial Operations), Saints Sport	02/09/26

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1. Statement

- 1.1 Saints Sport recognises the growing importance of digital engagement in enhancing the visibility, accessibility, and community support of our sports clubs. Livestreaming offers a powerful platform to showcase student-athletes' achievements, promote university spirit, and connect with audiences locally and globally.
- 1.2 This policy outlines the principles, responsibilities, and procedures for livestreaming University sports events, ensuring that all content shared aligns with our values of respect, inclusivity, and academic integrity. It aims to support clubs in delivering high-quality, safe, and compliant broadcasts while protecting the rights and wellbeing of participants, spectators, and stakeholders.
- 1.3 By establishing clear guidelines, we seek to empower clubs (when performing under Saints Sport supervision and/or facilities) to use livestreaming as a tool for growth, engagement, and excellence, on and off the field.
- 1.4 The University reserves the right to make changes to this guidance, including when there are changes to legislation or sector good practice.
- 1.5 This policy is an extension of the [Sports clubs social media policy](#) and should be read in conjunction with it. All livestreaming activity must adhere to the principles, standards, and expectations outlined in both documents.

2. Purpose

- 2.1 This policy provides guidance for Saints Sport and University of St Andrews Athletic Union affiliated sports clubs on livestreaming events responsibly. It sets out standards and procedures to ensure that all livestreamed content is:
 - 2.1.1 Safe, inclusive, and aligned with the University's values
 - 2.1.2 Compliant with legal, safeguarding, and institutional requirements
 - 2.1.3 Supportive of the rights and welfare of all participants
 - 2.1.4 Delivered in a professional manner that promotes university sport positively

3. Scope / jurisdiction

- 3.1 This policy applies to all affiliated University of St Andrews sports clubs, including their committee members, student-athletes, coaches, and affiliated staff involved in livestreaming activities.
- 3.2 All individuals and groups covered by this policy are responsible for upholding University policy standards for conduct, safeguarding, data protection, and brand representation, as relevant. The policy is designed to support informed decision-making, protect participant and audience rights, and promote consistency and professionalism across all digital broadcasts.
- 3.3 This document is intended for use by club committees and members, volunteers and Saints Sport staff to guide the safe and effective delivery of livestreamed content and to help resolve any related issues or disputes.
- 3.4 It applies to:
 - 3.4.1 All University sports clubs and their members.
 - 3.4.2 Any livestreaming activity conducted on behalf of or in association with Saints Sport and affiliated clubs.
 - 3.4.3 All platforms used for livestreaming including social media channels (e.g. YouTube, Facebook Live, Instagram) and dedicated OTT platforms.

4. Notification

- 4.1 Before any livestreaming takes place:
 - 4.1.1 All individuals involved must read and agree to follow the guidelines outlined in this policy, as well as the [Sports clubs social media policy](#).
 - 4.1.2 Clubs/Staff must notify Saints Sport at least 5 working days in advance by completing the [Notification of Sports Club Livestreaming](#) form detailing the date, time, platform, event subject, and main point of contact.

5. Procedures and guidance

- 5.1 To ensure livestreaming activities are safe, professional, and aligned with University standards, all clubs must follow these procedures and adopt the following good practices:

Transparency

- 5.2 Sports events and fixtures may be filmed, by the University of St Andrews, for a club/team, affiliated under the University of St Andrews Athletic Union. The footage may be used for coaching purposes and/or for the advancement and promotion of club/team sports by the University.
- 5.3 Individuals who do not wish to be filmed or photographed can contact a Facility Manager at the Event, who may then advise where they can spectate from without being filmed and/or photographed. If that is not possible individuals may opt to leave the Event.
- 5.4 Advance notice of any livestreaming activity must be provided to both home and visiting teams/participants. Individuals who have concerns or wish to object to being featured in the livestream may do so by contacting dataprot@st-andrews.ac.uk. Any objections will be considered by the University Data Protection Officer, who will assess the request and provide a response in accordance with the University's data protection obligations.
- 5.5 A notice must be displayed at any Event where livestreaming, filming, and/or photography is taking place to inform spectators and participants.
- 5.6 [British Universities and Colleges Sport \(BUCS\) Privacy Policy](#): By participating in any BUCS Event participants grant BUCS the exclusive royalty-free perpetual right and licence throughout the world to interview and/or photograph and/or film them at the Event and use and sublicense the use of their name, likeness and image, signature, voice, video and film portrayals and other means of identification of you in all current and future media in connection with (a) all broadcast rights to the Event in whatever media; (b) BUCS' commercial programme (including granting BUCS commercial partners the right to use your image); and (c) the marketing and promotion of the Event and of BUCS itself.
- 5.7 For more information, please see:
- 5.7.1 [University privacy notice: Saints Sport](#)
 - 5.7.2 [Saints Sport child wellbeing and protection](#)
 - 5.7.3 [Safeguarding of children, vulnerable adults and prevention of radicalisation](#)

Platform use

- 5.8 **Approved platforms:** Livestreaming must only take place on official sports club social media channels or via the main Saints Sport YouTube Channel. Personal accounts must not be used.

- 5.9 **Primary channel:** Clubs are encouraged to select and consistently use one main livestreaming channel to build audience familiarity and streamline content management.

Branding, promotion and scheduling

- 5.10 **Promote in advance:** To maximise engagement, all livestreams must be promoted in advance (minimum 24 hours in advance) through appropriate sports club channels.
- 5.11 **Preschedule the stream:** where possible, schedule the livestream in advance using your chosen platform and share the livestream link at least 24 hours before the event.
- 5.12 **Tag Saints Sport:** Clubs are encouraged to tag Saints Sport and relevant accounts (e.g. BUCS, SSS, governing bodies) in their social media posts to increase visibility and engagement.

	Instagram	Facebook	LinkedIn	YouTube
University	uniofstandrews	uniofsta	university-of-st-andrews	universityofstandrews
Saints Sport	saintssportau	SaintsSport	saints-sport	saintssporttv
BUCS	bucssport	BUCS	bucs	BUCSport
SSS	scotstusport	ScotStuSport	scottish-student-sport	scottishstudentsport
Macron	macron	macronsports	officialmacron	macronsportswear

- 5.13 **Go Live Early:** Setup and test the livestream **15-20 minutes before** the event begins to allow time for setup, audience joining, and troubleshooting.
- 5.14 **Branding:** As outlined in the [Sports clubs social media policy](#), all social media activity should follow the [University's brand guidelines](#) to ensure consistency and professionalism across platforms.
- 5.15 **Include hashtags:** Including hashtags is a good way to reach more people who may be interested in your content. Try to think about the ones which are most relevant for your intended audience. Each hashtag should be written in CamelCase, where you capitalise the first letter of every word. For example #ThrowbackThursday. The University's general hashtags are #INSTAndrews and #EverToExcel, and #GoSaints for Saints Sport.

Equipment and technical standards.

- 5.16 To ensure video and audio quality reflects positively on the University, livestreaming must only be undertaken when the following minimum standards of equipment and practice are met:
- 5.16.1 **Stability:** Cameras, including phones/tablets, must always be mounted on a stable tripod.

- 5.16.2 **Height and viewing angle:** The camera should be placed at an elevated height with the ability to capture the full court or pitch. Avoid obstructed, inappropriate, or overly zoomed-in views.
- 5.16.3 **Lighting:** Check for adequate lighting and avoid glare from direct sunlight or artificial sources.
- 5.16.4 **Microphone awareness:** Please be aware that a camera's built-in microphone may capture audio from nearby players, coaches, and spectators. Individuals near the device should be informed to help prevent unintended or inappropriate remarks from being recorded or broadcast. Built-in microphones are sensitive to ambient noise, including crowd chatter, private conversations, and background sounds. To minimise this, position the device away from sensitive areas and consider using an external microphone for clearer, more controlled audio.
- 5.16.5 **Stable connection:** A reliable internet connection is essential for uninterrupted streaming. Where possible, use a secure and stable Wi-Fi connection and avoid relying on mobile data unless the signal strength and bandwidth are sufficient for livestreaming.
- 5.16.6 **Changing facilities:** Live-streaming equipment must not be taken into any changing facilities at any time, including before or after an event.
- 5.17 **Phones/Tablets:** Should only be used for livestreaming sports with a small defined playing area, to ensure the entire playing area is visible in the frame (e.g. Basketball, Volleyball, Netball, Table Tennis, Badminton, Tennis).
- 5.18 **Manual video camera operation:** If a camera operator is available, they should manually follow the play using zoom and pan functions to enhance viewer experience. Zoom should be used sparingly and smoothly to avoid disorienting viewers. The operator should maintain awareness of the flow of the game and avoid rapid or erratic movements.

Content standards

- 5.19 Livestreaming is considered an extension of a club's social media presence and is therefore subject to the same standards outlined in the University of St Andrews [Sports clubs social media policy](#).
- 5.20 All Saints Sport affiliated social media channels, including those managed by individual sports clubs, are direct representations of the University. As such, livestreamed content must reflect the University's values, uphold its standards, and contribute positively to its public image. Clubs must ensure that all livestreams maintain a respectful, inclusive, and professional tone at all times.

- 5.21 Content must not contain any of the following:
- 5.21.1 offensive or derogatory language
 - 5.21.2 stereotypes
 - 5.21.3 alcohol or drug use
 - 5.21.4 illegal activities
 - 5.21.5 nudity
- 5.22 For further guidance, refer to Section 5 of the [Sports clubs social media policy](#).
- 5.23 Clubs must ensure they are adhering to any British Universities and Colleges Sport (BUCS) or relevant Governing Body guidelines and policies when livestreaming competitive fixtures or events.

Commentary

- 5.24 Commentary can enhance the viewer experience but must be delivered to a professional standard and only if approved in advance in writing by Saints Sport. To ensure quality, consistency, and compliance with University standards:
- 5.25 **Approval Required:** All commentary must be approved in advance in writing by Saints Sport. To seek approval, please email sportsmarketing@st-andrews.ac.uk 14 days in advance of the proposed livestreaming.
- 5.26 **Technical Setup:** Commentary is only permitted when a suitable technical setup is available, including clear audio capture (preferably via external microphones), stable internet connection, and minimal background interference.
- 5.27 **Trained Personnel:** Commentary should only be provided by individuals who have received appropriate training or are acting as co-commentators alongside a professional or experienced lead commentator.
- 5.28 **Tone and Conduct:** Commentators must maintain a respectful, inclusive, and professional tone at all times. Commentary should reflect the values of the University and avoid personal remarks, bias, or inappropriate language.
- 5.29 **Audio Monitoring:** Commentary setups should include monitoring tools to ensure audio quality and prevent unintended remarks from being broadcast.

Copyright

- 5.30 All livestreamed content must comply with copyright laws and university guidelines. Clubs are responsible for ensuring that any music, graphics,

footage, or third-party materials used during a livestream are either original, properly licensed, or fall within permitted usage rights.

- 5.31 Livestreams must not include copyrighted content (e.g. commercial music, broadcast footage, or branded materials) without explicit permission from the rights holder.
- 5.32 Where possible, clubs should use royalty-free or university-approved media assets. If in doubt, seek guidance from Saints Sport or the university's communications team before including external content.

Sponsorship and monetisation

- 5.33 **Third-party endorsements:** Sports clubs must not endorse or promote private companies, brands, or products on any livestream unless prior approval has been granted by the University. Clubs must not accept payment or non-financial incentives (e.g. free products or services) in exchange for promotion unless part of an official agreement signed by the University.
- 5.34 **Monetisation:** All monetisation of livestreamed University sports content, such as through advertising, sponsorship, paid access, or platform revenue, is managed by Saints Sport and Development staff to ensure compliance with brand guidelines, partnership agreements, and legal obligations. Clubs are not permitted to independently generate income from livestreams without prior approval.
- 5.35 For more information, please contact sportspartnerships@st-andrews.ac.uk.

Incident management

- 5.36 If inappropriate content is captured, end the stream immediately and report to Saints Sport by emailing sportsmarketing@st-andrews.ac.uk.
- 5.37 If any individual has concerns about recorded or published content, they may request its removal by emailing sportsmarketing@st-andrews.ac.uk. Saints Sport will review the request and, where appropriate, arrange for the footage to be taken down.

6. Sanctions

- 6.1 Should guidance or requirements within this document be ignored, rejected, or disregarded by students or Sports clubs, the University may seek to ban further live streaming, withhold future support, consider disaffiliation of the club, or pursue non-academic misconduct procedures.

7. Related documents and regulatory framework

- 7.1 [Sports clubs social media policy](#)
- 7.2 [University of St Andrews brand](#)
- 7.3 [Saints Sport terms and conditions](#)
- 7.4 [University privacy notice: Saints Sport](#)
- 7.5 [Saints Sport conduct](#)

8. Contacts

- 8.1 Dr Fergus Knight, Assistant Director (Commercial Operations): frk@st-andrews.ac.uk
- 8.2 Sandy Coull, Marketing & Communications Officer: sportsmarketing@st-andrews.ac.uk
- 8.3 Christopher Milne, University Data Protection Officer: dataprot@st-andrews.ac.uk

9. Version control

Version number	Purpose or changes	Document status	Author of changes, role and School or unit	Date
1.0	Introduction	Active	Assistant Director (Commercial Operations), Saints Sport	2/09/26