

USE OF IMAGES OF CHILDREN AND USE OF SOCIAL MEDIA POLICY



Aim

At Plymouth Grove Primary School we believe that photographs, videos, Tweets, and material that appears in the press or on the school website, are a source of pleasure and pride and enhances self-esteem for children. This practice should continue, within safe practice guidelines.

Twitter - Main Points

Twitter is used retrospectively to market our school. Twitter feeds show exciting events that have taken place in school or within our local area. The content of the on the twitter feed will include either future events that are taking place within school or markers towards highlights on the blog.

Safe practice

Safe practice is seen as the:

- Protection of pupils and staff against the potential misuse of images and the risk of the falling into wrong hands.
- Written consent given by parents to protect pupils and the school when carrying out activities.
- Minimal information given out about pupils within the public domain.

Parental Consent

Parental consent is to be obtained before taking and using any photographs, recordings and videos. This consent will be valid throughout the school life of the pupil, although parents retain the right to withdraw consent at any stage – this must be sought in writing.

Parental consent is sought at Heyes Lane for the following areas:

- Photographs within school (e.g. display boards)
- Photographs for Media Purposes (e.g. newspaper articles)
- Pupil image in video – for school purposes only.
- Pupil image on the Plymouth Grove website.
- Pupils to appear in Twitter feeds and on Facebook.

Where consent is unclear, pupils will not be used in any of the above.

Safety

- Children will only ever be referred to by their first names.
- Pictures will be available on the school website but, wherever possible, children will be in groups and the images will be taken from a distance.
- Close ups of individual children are allowed within the confines of school and classroom displays.
- If an event newspaper requests the use of full names, parents will be contacted for consent.

School Productions

Use of videos, camera and camera phones by parents. Parents/carers are not required to comply with the Data Protection Act 1988 when taking images for family/private use of their own children. Videoing or photographing, other than for private use, is in breach of the Data Protection Act.

When hosting an event which allows parents to video or photograph, it will be stated from the start that any images taken must be for private use and must not be put on the web/internet without the parental permission of all the other pupils – otherwise this is in breach of the Data Protection Act.

Other linked Policies

Twitter Policy

Blogging Policy

Acceptable use policy

Safeguarding Policy