



POULTON ST CHAD'S
CHURCH OF ENGLAND
PRIMARY SCHOOL

LOVE LEARNING. LOVE GOD. LOVE ONE ANOTHER.

Issue Number	Date	Author	Approver	Changes
1	18.12.24	J Blackett	Curriculum	Newly written

Social Media, Photographic and Video Sharing Policy

Mission Statement

Poulton St Chad's Church of England Primary School aims to develop all its pupils to their full intellectual, spiritual and physical potential by creating an atmosphere based on Christian faith and values in the Anglican tradition.

Rationale

At Poulton St Chad's Church of England Primary School, we strive to celebrate and capture our children's successes, achievements and experiences via photographs and video.

We understand that social media is a part of our everyday lives and can be an essential tool for schools and communities to reach out.

We know that a very important part of our role in school is to educate our children to use all aspects of social media safely. This will involve educating the children on how to keep safe online and the potential risks involved in using Social Media. We ask that you please be mindful that in school, we all have a responsibility to protect and safeguard children and staff, including those who do not want to have images shared online.

In response to this, we have put together our guidelines for safeguarding our community, which we advise you read, and follow.

Consent

On entry to school, parents will be asked to sign a Photographic Consent Form where they can opt in or out of their child's photograph (or a video containing their child) being shared on a range of social media platforms. This consent lasts for the whole time that the children are in our school. Parents have the right at any time to amend the consent form. This can be done via the school office. Children who do not have permission will have their images blurred to protect their identity however, there may be times when the children will be asked to stand at the end of the photograph or video shot/frame. This will be done as sensitively as possible.

Please be aware that only photographs/images of children who have consent will be included on the collective montage of photograph/video footage shared at the end of Year 6. If consent is given at a later date in the child's school journey, then images can be shared on the montage from the point in time that consent is given.

Photographs used within school.

We regularly take photographs to use on display boards around school. These pictures will be seen by pupils/staff and any external visitors. When boards are updated on corridors and classrooms, any pictures used will be given to the pupils to take home and/or disposed of in the confidential waste. There will be occasions during lessons when photographs will be taken to evidence the learning of groups or individuals. These pictures or videos will be taken by the class teacher or teaching assistant. These pictures will either be printed and stored in folders or saved to the password protected, school computer server. When the children leave school, the pictures/videos will be disposed of in the confidential waste and/or deleted from the server.

External Use

Images may also be used in our school prospectus, in other printed publications that we produce, on our school digital platforms, or on project display boards in school as well as for assessment purposes in lessons.

Very occasionally, we may be visited by the media who will take photographs or film footage of pupils (e.g. at a high-profile event, to celebrate a particular achievement etc.) Such images may appear in local or national newspapers, on digital platforms, or on broadcast programmes.

The school will not use the personal details or full names (which means surname) of any child in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.

The school will not include personal e-mail or postal addresses or telephone numbers on video, on our website, in our school prospectus or in other printed publications.

We may include pictures of pupils and teachers that have been drawn by pupils.

We may use group or class photographs or footage with very general labels, such as 'a science lesson'.

We will only use images of pupils who are suitably dressed.

The school will undertake all reasonable steps to ensure that any images maintained in school are stored securely and are accessed only by authorised persons.

In some cases, the media may want to use printed or broadcast media pictures that they take alongside the relevant story. It is likely that they will wish to publish the child's name, age and school name in the caption for the picture (possible exceptions are large group or team photographs). It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations. In the event of any pictures or videos being taken by external media/agencies, the member of school staff responsible for the pupils will ensure all children have the relevant consent to feature in the media.

School Social Media

The role of our website and social media accounts include: the promotion of the school, the sharing of learning experiences with the school community, the sharing of our newsletters and newsvideos, plus the recognition and celebration of the school and its pupils.

School uses Facebook and Instagram as its social media platforms. The Head Teacher will decide on and authorise administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the vision, mission statement and values of the school at all times.

The comment feature on the social media accounts is turned off on each individual post and the direct messaging feature may not be looked at on a regular basis.

Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

No children or parent/carer will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Blackpool Evening Gazette) where children may be photographed and/or named.

The page is designed as a communication tool to engage with parents and carers. It is therefore, restricted to people over 18 years of age. The administrator also has the discretion to remove or block any followers that are known to be under 18 years old.

The administrator also has the discretion to remove or block any followers commenting in a negative way about staff or school on social media and this may result in further action (see Unacceptable Parent Behaviour Policy).

If followers have any specific concerns, particularly related to their own or other child/children, we ask them to speak directly to Miss Wardman.

(z.wardman@poultonstchadsce.lancs.sch.uk).

Photographs and video taken by local/national media outlets and external agencies.

There will be times when local and national media outlets cover events and celebrate the good work of the school. There will also be opportunities for other schools and external agencies to promote the school on their social media accounts.

For example:

- Sports events
- Class trips
- Visiting agencies e.g. Fleetwood Town

There is no requirement to provide separate consent for your child/children to feature in any external media as the school consent form will cover all these events, however, some external agencies need to provide their own consents. In this case, parents/carers may need to fill out a separate consent form.

Governor Responsibilities

To ensure staff are aware of their responsibilities when taking photographs or videos in school containing children.

Our Safeguarding Governor is Reverend Martin Keighley.

Staff Responsibilities

To follow this policy and know the children within their class who do not have consent to appear on photograph / videos.

To ensure our children are aware of their responsibilities regarding social media photographs and are safeguarded.

Where consent is not given, apply a range of strategies to deal with this sensitively.

We are committed to continue to work closely with parents in an attempt to take all reasonable steps towards making the school environment as safe as possible.

We know that a very important part of our role in school is to educate our children to use all aspects of social media safely. This will involve raising awareness with the children on how to keep safe online and the potential risks involved in using social media.

Parents / Carers Responsibilities

A media consent form is completed and returned it to school. Without it, children will not appear on social media posts.

The correct lines of communication will be followed, and social media messaging features will not be used.

You are mindful that in school, we all have a responsibility to protect and safeguard children and staff, including those who do not want who do not want to have images shared on social media and online.

When attending any events organised by school, feel free to take pictures for photographs for personal use only and do not upload these images to your personal social media accounts.

When taking pictures of pupils around school for personal use, please ensure there are no displays with pupil's pictures in the background.

Photographs of display boards around the school are not to be taken.

No attempts to post any photographs or videos on to our social media platforms will be made.

Children

Children who access social media are encouraged to be responsible users. Regardless of age and access, all children are aware that they should speak to a trusted adult if they are concerned about anything that they see online.

Safeguarding Contacts

Our school Designated Safeguarding Leads are:

The Headteacher

Deputy headteacher

Associate Assistant Head

Family Support Worker

Key Stage 1 Leader

This policy will be reviewed every 3 years.