

PHOTOGRAPHY, VIDEO AND SOCIAL MEDIA POLICY

When a student joins our school, parents/guardians must complete the registration contract which includes a separate photography, video, and social media consent form.

All customers must complete this consent form. Any changes to consent must be put in writing to the office.

We sometimes use videos and photographs as teaching aids, and also for use in our printed and online publicity.

We will not name or tag any child in a photograph unless permission is granted at the time of publication or posting.

You (the parent/guardian) have the right to ask for any images to be removed at any point by contacting the office.

Pupils over 13 may request for an image to be taken down off social media by contacting the office.

Any images or videos used with prior permission on our website will require 6 months' notice to be removed.

As per our consent form - by allowing us to take any images you grant the Pat Steel School of Dance full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the group's aims. This might include (but is not limited to), the right to use them in our printed and online publicity, social media, press releases and funding applications.

Because of the growing popularity of social media and the corresponding increase in potential issues surrounding its use, please see our guidelines below:

The main aim of school photography, video and social media policy is to keep everyone within the school safe and within the law. Our policy is divided into three separate sections directed at staff, parents/guardians and pupils.

For staff, requirements include:

- Not accepting friend requests from current pupils, or ex-pupils under the age of 13
- Notifying the parents/guardians if a child sends a friend request
- Using extreme caution when corresponding with parents/guardians via social media, and preferably using a school email address instead
- Not discussing anything to do with school, pupils or other staff members, or posting photos of school events
- Only posting things that they would be happy to be attributed to them as a teaching professional
- Using the tightest privacy settings possible
- Be respectful, polite and patient, when engaging in conversations on our company's behalf. They should be extra careful when making declarations or promises towards customers and stakeholders.
- Avoid speaking on matters outside their field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility

For parents/guardians, requirements include:

- Not posting photos, videos or comments that include other children at the school
- Raising queries, concerns and complaints directly with the school rather than posting them on social media – whether on their own pages, in closed groups (e.g. groups set up for school parents to communicate with each other) or on the school's pages
- Not posting anything malicious about the school or any member of the school community

Children are required to:

- Not join any social networking sites if they are below the permitted age (13 for most sites including Facebook and Instagram)
- Ask permission from parents/guardians to join any of our social media groups.
- Not make inappropriate comments (including in private messages) about the school, teachers or other children
- Not posting photos, videos or comments that include other children at the school

How we enforce our policy-

If parents/guardians, infringe a rule such as posting photos including other pupils, you will be contacted by the school and asked to remove the content. **If parents/guardians continue to break the rules, schools may ultimately ban cameras, phones and videos from school events.**

This may seem an extreme move – especially if you know that the parents or guardians of other children in your child's class are happy to have photos posted on Facebook - but in some cases, identifying a child who is the subject of safeguarding (e.g. a child who has been adopted or fostered, or who has an injunction against a family member) could put them at risk. This means it's essential that we uphold our policy through whatever means possible.

If a parent/guardian is accused of making malicious comments about the school or a teacher on social media, the government advises that the parent/guardian should be invited to a meeting with the school.

If the parent/guardian has a reasonable complaint, this should be addressed through contacting the office – but we can request that the offensive comments are removed.

If the parent/guardian refuses, **the Pat Steel School of Dance can escalate the matter by reporting it to the social networking site or the local authority or they can seek legal advice.**

Comments that are threatening, abusive, racist, sexist or that could be seen as a hate crime can be reported to the police as online harassment.

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