



Barley Fields Primary School

Use of photographs and digital media Policy

Date Issued:	September 2022
Prepared by:	Head Teacher
Review date:	September 2024
Date Adopted by Governing Body:	October 2022

Aim

We aim to use photographs and digital devices at Barley Fields Primary School for:

- Assessment, planning and recording
- Observation tools
- Information for visitors and parents
- Training purposes
- Language extension
- Teaching and Learning resources and activities

Use of Photographs and Images in school

We are aware of the need for sensitivity when taking photographs and observe the following;

- We use photographs to celebrate pupil achievement and to record key events that happen in and out of school. It is a nice way for parent's to view pupil work and share in their success.
- Parents are made aware of this policy through the school prospectus, school website and regular newsletter updates.
- The child does not object to having his / her photograph taken
- Photographs are used to show positive issues
- We are inclusive so that gender, race, special Educational Needs, and differing abilities are reflected in a balanced way
- There may be cultural issues of which we need to be aware when taking photographs of children from different ethnic minority groups
- Students, visiting professionals or researchers who need to take photographs as part of their work, are made aware of the need for confidentiality and that children will not be named or identified in any other way.

Use of Photographs





Within our school photographs are used extensively and for a variety of purposes. Generally, children and staff take photographs and video recordings of children throughout the year to capture a particular example of something that a child has achieved and to celebrate new learning. In addition, we also use photographs and video recording for:

School website	Showcase children's achievements and talents.
Social Media and internal screens	Twitter, Facebook, internal screens to promote current events and celebrate achievement in school (see Social media use in school policy for full details)
Marvellous Me and Seesaw	Online learning platforms to share individual achievements directly with parents
Displays of children's work	A record of ideas and topic references for future use.
Classroom areas	To show the range of activities there for visitors and parents
Class albums/portfolio	For children to look at and talk about
School policy folders	To explain the work of the school to parents and visitors.
Special events and festivals	As a record of the school year and for children and parents to look at and talk about
Children's own photographs	Children take photographs at school often on the digital camera, to gain experience in using technology and evidence their learning
School Newsletter	To highlight pupils achievement and report it to the school community.

Parental Permissions - Photographs and videos

- The schools use of digital images for promotional and celebration reasons will always be with full parental consent.
- Only certain platforms used by the school will use images of children and where possible these will not be accompanied by names or other information about a child.
- Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials and social media platforms. Teachers **MUST** pay due diligence to children who do not have permission and ensure that their facial images are not included in posts.

Use of images on Social Media

Social Media and Web based Communication					
Platform	Facebook 	Twitter 	Marvellous Me! 	School Website 	Internal Screens
Admin	Head Teacher DHT AHT SLT	All staff DHT maintains administration rights	Head Teacher Office Staff Teaching Staff	Head Teacher SLT	Amy Barton
Audience	Local Community School Family	Local Community School Family National Audience	Parents and Carers	National Audience Prospective Parents Ofsted Local Schools	Children Parents Visitors
Rational	School Promotion and Publicity <ul style="list-style-type: none"> • Publicity of Open days and Community Events • Notice of school events • Reminders to parents • Access to other local forums e.g. Ingleby Barwick Noticeboard, PTA 	Showcase teaching and learning in classrooms <ul style="list-style-type: none"> • E-safety messages for children in use of social media in context • Sharing learning experiences, trips, visits and activities at a class-based level • Sharing pupil achievements 	Home-school Communication Tool <ul style="list-style-type: none"> • Praise and Reward • School communication – messages letters, notices etc. • Photographs of Children directly to parents • Images of children's work directly to parents • Update parents on class information and reminders 	Information Platform and School Promotion <ul style="list-style-type: none"> • School Promotion • School Contact Details • Diary Dates • Legal requirements of statutory information and policies • School publicity 	Show case Teaching and Learning in Classrooms <ul style="list-style-type: none"> • Sharing learning experiences, trips, visits and activities at a class-based level
Content	<ul style="list-style-type: none"> • Clipart • Messages • No photographs/images of children 	<ul style="list-style-type: none"> • Clip art • Text • Video Footage of children • Photographs of children • Photographs of children's work 	<ul style="list-style-type: none"> • School newsletters and documents converted to PDF 	<ul style="list-style-type: none"> • Statutory Content • Calendar Dates • Professional Photographs of children • School photographs to publicise events in school. 	<ul style="list-style-type: none"> • Video Footage • Photographs

Parents photographing and Videoing Children at School

Parents may take photographs or video at school events for personal use only subject to ordinary courtesies such as not obscuring the view of other audience members.

However, we must always be mindful of the need to safeguard the welfare of children in our and other schools who may have issues of child protection. If situations arise where images may be used to identify children under Child Protection Orders we ask parents to respect any requests to refrain from photography / videoing certain events and situations when child protection issues may be compromised. Those not respecting this request will be asked to leave the event.

Parents must ensure that photographs / videos of other children do not appear on any social networking sites.