



Margaret Roper

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School Social Media and Photography Policy

This policy covers the use of Social Media by staff at Margret Roper Catholic Primary School as part of their communication strategy. A separate policy covering the use of social media by pupils also exists.

Responsible: Ethos Subcommittee

Updated: May 2025

Agreed on:

Review date:

Linked policies:

- Esafety
- Staff Acceptable Use Agreement
- Pupil Social Media Policy
- Safeguarding Policy

Introduction:

Social media and digital platforms are evolving quickly and are used as a way of communicating with current parents and perspective parents on a regular basis. It helps welcome our parents into the classroom to allow them to see and comment on activities we take part in daily. There are many benefits of social media as it helps promote the successes of the school and our students to a wider audience. It allows greater engagement with school sports and promotes the shared values around our local area and schools.

Consent and Permission:

It is the responsibility of the school to obtain permission from the parents/carers of the children to be photographed for internal, external and external 3rd party uses. This is covered in our school consent form and this consent will continue with the child throughout their time at Margaret Roper Catholic Primary School. Parents have the right to withdraw or change their permissions at any time and do this this, they will need to contact the school office and complete a new form. All the responses will be kept in a central system (paper and electronic) so staff will know the level of permission for each child when posting on social media. If a child with no permission is in a photograph that is posted on social media, they will have their face blurred, covered by an image or positioned in a way where they cannot be seen.

Photographers and Devices:

Each class teacher will have the responsibility of taking pictures for posting on social media. The photographs will be taken on a school tablet. The school tablet will be always kept in school unless at a

school event or school trip. Under no circumstances will adults in the school use their personal devices to take pictures or videos of the children.

Appropriateness of Posts and Images:

The subject of our social media posts will always be school related. It will be to celebrate the children or to provide an inside look at what the children have been completing in class. We will never fully publish a child's name with their picture. If a child's name is on a piece of work, it will be blanked out to comply with General Data Protection Regulation (GDPR) and to protect the child's identity.

Distribution:

Photographs and videos will be taken for a variety of reasons to show our school life. Photographs will be taken for internal purposes such as school displays and evidence for books. Photographs and videos will be taken for external school use which is for our social media and will be distributed via an open Facebook page, newsletters and our school website. These images and videos are for school use only and they should not be shared via personal accounts. Photographs and videos may also be taken for external use of 3rd Party organisations who have visited our school or members of our school have visited. They will need to ask permission from staff members before posting any photographs or videos to ensure all permissions have been given. Our social media platforms will be regularly monitored and if there are any comments from parents/external parties we deem inappropriate, they will be deleted. If this comment is from a parent at the school, they will be contacted about how they interact with our social media platforms. If it is from an external party, they will be blocked from accessing our social media. If a staff member is informed that a parent is sharing images through their personal account, a member of Senior Leadership should be told immediately and the parent should be contacted.

If a photograph is inadvertently posted of a child is posted who has not given consent, this image will need to be removed immediately to ensure no further exposure of that child.

Letter and Consent form sent to parents/carers:

Dear Parents/Carers,

We have recently been reviewing our Social Media and Photography policy and have updated how we will be using this going forward. Due to these changes and under Data Protection Law, we will need new consent forms completed for every pupil in the school.

We regularly take and use photographs of the children at our school. We may use these images to support recording our curriculum achievements or capturing practical work which may otherwise go unrecorded. Photographs will be stuck in books or placed on displays around school. We also use photos to showcase our school's curriculum and achievements such as in our school newsletters, on the school website, or Facebook Page. In some cases, we will have visits from external educational providers or special visitors e.g. local MPs, who will ask to take pictures/videos of the children taking part in these activities and they will often ask to post these on their social media pages and due to the Data Protection Law, this will need another level of consent from a parent/carer.

In this digital age, many members of our school community use social media to stay connected with what is happening in school and it is also a way of promoting the lovely school community to prospective parents. As a result of this, we will now be having an open Facebook page to showcase our school life which all parents are welcome to join and to keep up to date with the exciting events taking place.

Your consent will last for the duration of your child's time at Margaret Roper. You have the right to withdraw or change your consent at any time by emailing the school and completing a new form so we can update our records. To give your consent, please complete the attached form and return to the school as soon as possible.

We require all forms to be returned.

Conditions of use:

- We do NOT accompany any pictures with a child's name.
- The images we take will be of activities that show the school and children in a positive light.
- We may use group or class photographs with very general labels e.g. 'science lesson'.

- We will only use images of pupils who are suitably dressed.
- We will make every effort to try and ensure that we do not allow images of any children to be taken for who are 'at risk' or disallowed from having their photographs taken for legal or social reasons. (Should you notice one then please inform us so we can remove it immediately)
- We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. Websites and social media platforms can be viewed throughout the world and not just in the United Kingdom where UK law applies.

For further information, please read through our updated Social Media Policy or if you do have any other questions regarding social media and photography, please contact the school office who will respond back to you in a timely manner.

Kind Regards,
Mrs F Wallace
Social Media Lead.

Please **circle your response** to each statement, then sign and date the form where shown and return the completed form to the school as soon as possible.

I give permission for my child's image to be taken and used **internally** for the purpose of curriculum related work/promotion e.g. in books, on displays, during lessons. Yes/No

I give permission for my child's image to be used **externally** which may include; the school newsletter, the school website, the school Facebook page. Yes/No

I give permission for my child's image to be used **externally** by a 3rd Party organisation which the school has visited or has visited the school which may include; educational workshops, local MPs, other local schools events Yes/No

Child's Name: _____

Parent/Carer signature: _____ Date: _____