



Social Media Policy

Fairview Community Primary School

Reviewed: January 2025

Review Due: January 2026

Introduction

This policy will apply to all forms of publications; eg print, film, video, DVD, on websites, on social networking sites and in the professional media.

Where another body provides services or activities separately, using the school premises, Fairview will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

Equality of Opportunity

At Fairview we promote equality of opportunity and we are careful that we do not discriminate by negative attitudes towards, or the favourable treatment of, any child.

Consent forms

- All parents of pupils at Fairview are asked to sign a consent form to gain permission to publish photographs in public places (including websites) as part of the admission form '*Parental Consent*' section - please see Appendix 1.
- If parents or carers disagree over consent for a child, it will be treated as if consent has not been given.

Use of images

Parents and carers

- The school will remind visiting parents/carers that photographing and videoing of school events by parents and carers is permitted, unless stated otherwise in the invitation. Parents are reminded that under no circumstances are any images of Fairview pupils to be displayed on any social networking site unless they have permission from all the children's parents/carers in the photo.
- Those parents, carers and volunteers who are in the school to help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Schools

- The school will not publish any photographs of children whose parents have withheld their permission.
- No personal devices should be used for taking photographs of Fairview pupils.
- Photographs of pupils must not be downloaded and saved on to personal devices.

Children who should not be identified

- Every effort will be made by the school to prevent capturing the image of any child who should not be identified.
- If the school becomes aware that a child who should not be identified or who should not be photographed has been photographed, the photograph, electronic record or negative will be destroyed.
- If the school does not hold the photograph, electronic image or negative, the school will make every effort to contact those who do hold them and request their destruction.

- If the image cannot be destroyed or if the school cannot stop publication of an image of a child who should not be identified, the school will immediately contact the parents/carers of the children involved and inform them the image has been produced.
- If the pupils concerned are Looked After Children, the school will immediately contact the children's social workers.

Media photographing and filming

- If the media are invited into school for publicity purposes, the school will check before the event whether any of their pupils should not be identified.

Mobile phones (MMS Multi-media messaging service, video phones, SMART watches)

- These phones can take and transmit images and the same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal use only.

Children must not bring mobile phones into school unless there are exceptional circumstances, bar Years 5 and 6. If a child needs to bring a mobile phone into school, we encourage parents to give the reason in writing. The school is not responsible for any loss or damage to the mobile phone. See Mobile Phone Policy.

Pupils

- Pupils are taught about how images can be manipulated in their Computing education programme, and are taught to consider how to publish for a wide range of audiences which might include governors, parents or younger children.
- Pupils are advised to be very careful about placing any personal photographs on any 'social' online network space. They are taught to understand the need to maintain privacy settings so as not to make public, personal information.
- Pupils are taught that they should not post images or videos of others without their permission. We teach them about the risks associated with providing information with images (including the name of the file), that reveals the identity of others and their location, such as house number, street name or school.
- Pupils are taught about the need to keep their data secure and what to do if they are subject to online bullying or abuse.

Y5 and Y6 residential visits

- Children are allowed to take a disposable camera on a residential visit. Parents are aware that photographs will be taken by children, of their friends, because 'a camera' is listed on the recommended kit list. The appropriate use of the camera is discussed at the children and parents information meeting.

Last day of Y6

- On the last day of the academic year, Y6 pupils may bring a camera into school (not a mobile phone) – a disposable camera is suggested – to take photographs of their friends as a keepsake.

Guidance for parents and carers

- Written guidance is given to parents/carers to the effect that any images must be taken for personal use only and that images including others must not be put on the web/internet, and that if they are, Data Protection legislation may be contravened.
- A message about parents/carers taking photos is highlighted in the Admission Form under 'Parental Consent' when their child joins Fairview. Please see Appendix 2.

- People with no connection to our school will not be allowed to photograph or video – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

Appendix 1:

Extract from Admission Form

Internet access & use – Your child will, on occasion, use the internet for educational purposes – Please see our online safety and acceptable internet use policy, found within the policies section of our website.

Appendix 2:

Extract from Admission Form

- **Use of photographic images** – Photographs are taken and can be used on secure social media sites – Please see our social media policy and our online safety and acceptable internet use policy, found within the policies section of our website. The school reminds visiting parents/carers that photographing and videoing of school events is permitted, unless stated otherwise. Under no circumstances are any images of Fairview pupils to be displayed on any social networking site unless permission has been sought from all children’s parents/carers in the photo.