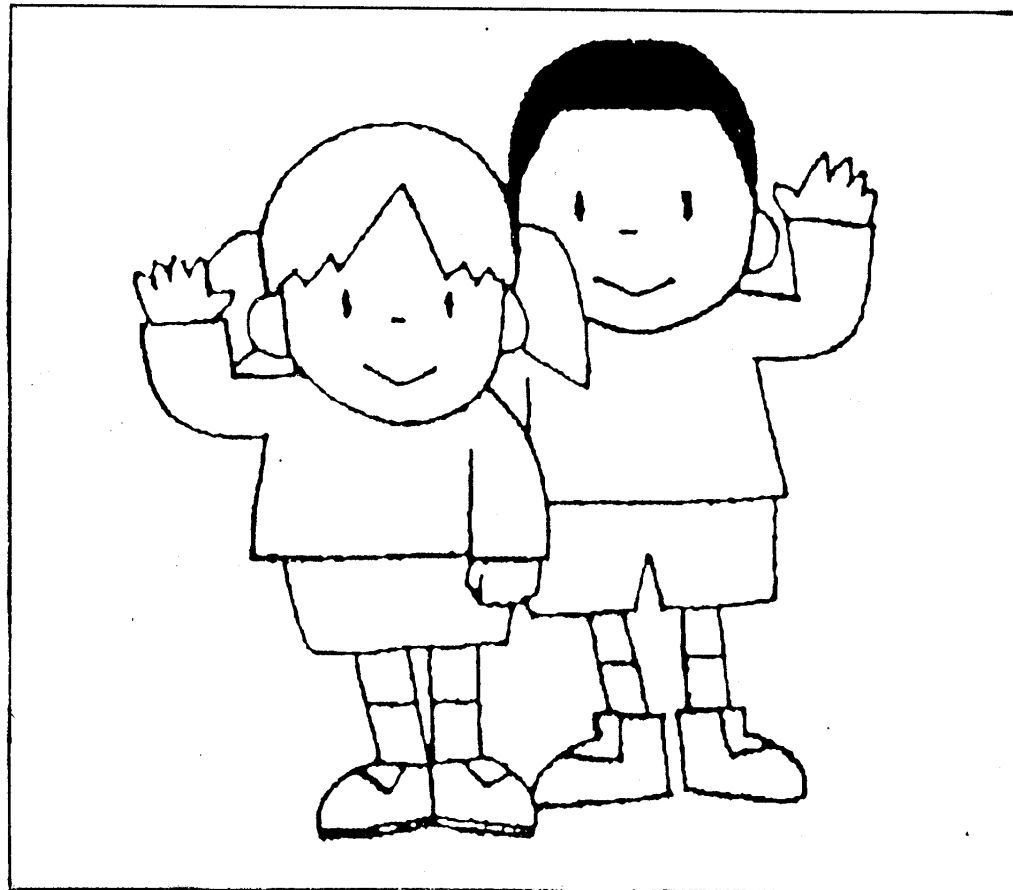


Holy Cross Nursery School



Use of Images & Social Media Policy

USE OF IMAGES POLICY

This policy refers to all images – all types of photographic and electronic images, stored electronically or in paper forms, on the internet webcams and DVD.

Vision

Children are safeguarded from any potential abuse of images taken of them. Our children are happy and safe at all times.

Mission

At Holy Cross Nursery School we believe that children's learning and achievement is positively reinforced by the use of images. The use of images will follow guidance as detailed below.

Purposes

- ✚ To enable images to be used in school to benefit children's learning
- ✚ To enable the use of images to celebrate achievement of children and the school both within and beyond the school.
- ✚ To comply with the Data Protection Act (1998) Copyright and the Human Rights Act (1998) ensuring a right to a private life and the common law of confidentiality

✚ **Procedures**

- ✚ Children should be suitably dressed in all photos i.e. in school uniform, costumes for concerts, own clothes, on themed/fundraising days etc.
- ✚ Parents will be asked at the point of enrolment to complete a consent form for their child's image to be taken and used for various school purposes.
- ✚ This policy will be available so that parents can familiarize themselves with it before signing the form.
- ✚ If a parent has given permission but they are unhappy with the image, it will be removed as soon as is possible from the publication/presentation.
- ✚ A list of children will be kept in each classroom and the school office of children's whose image should not be taken.
- ✚ There may occasionally be additional events not detailed on the original form, parents will be informed of these by letter and written permission for photographs to be taken will be requested.
- ✚ Images may be taken of children during the course of their learning and stored in albums, used in a display or stored electronically (e.g. a school trip, structured play observations etc)

- ✚ Providing permission has been given, the images may be used to promote and record learning, or for promotional purposes (e.g. School prospectus, newspaper articles about the school etc)
- ✚ Images that are not relevant/required will be deleted or shredded.
- ✚ If there is any doubt about the origin of an image, then it will not be used.
- ✚ Images of school events will be stored in paper or electronic form for up to 7 years (with the exceptions of school resources and history resources see below)
- ✚ Photographs or images of the school relating to its History may also be kept. These may be kept indefinitely and be marked as a 'school resource not for external publication'
- ✚ Images on computers will be password protected.
- ✚ Only the children of parents who have given permission will have their images taken for use in newspaper articles about the school.
- ✚ Children's names may accompany newspaper articles.
- ✚ **Taking of images by parents -photographs and videos:** Parents should note that many parents like to take videos/photos of school events as a family record (e.g. concerts, assemblies, and sports days etc). We are willing to allow this on the understanding that the images are for family records only. If any parent has any concerns with this and wishes their child not to be included, they should speak to the principal.

SOCIAL MEDIA POLICY

Introduction to the Policy

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. The three with the widest use are Facebook, Twitter and MSN.

The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly.

However, it is also important to ensure that we balance this with our reputation.

This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites.

For example, our use of social networking applications has implications for our duty to safeguard children.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

The purpose of this policy is to ensure:

- ✚ That the school is not exposed to legal risks

- ✚ That the reputation of the school is not adversely affected
- ✚ That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

School representatives must adhere to the following Terms of Use. The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on school network or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. Holy Cross Nursery School expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

Social Networking applications:

- ✚ Must not be used to publish any content which may result in actions for defamation, discrimination, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- ✚ Must not be used in an abusive or hateful manner
- ✚ Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- ✚ Must not breach the school's misconduct, equal opportunities or bullying policy
- ✚ Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents
- ✚ References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Principal
- ✚ Staff should be aware that if their out-of-work activity causes potential embarrassment for the school or detrimentally effects the school's reputation then the principal is entitled to take disciplinary action.
- ✚ Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee

✚ Guidance/protection for staff on using social networking:

- ✚ No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18

- ✚ Where family and friends have pupils in school and there are legitimate family links, please inform the principal.
- ✚ It is illegal for an adult to network, giving their age and status as a child