

# Manor Park

## Primary School



# Digital Recording, Mobile Phones & Use of Social Media

This policy should be read in relation to the following documentation:

- Safeguarding and Child Protection Policy
- Online Safety Policy
- Professional Code of Conduct Policy
- Anti-Bullying Policy

DATE OF LAST REVIEW:	DECEMBER 2022
SHARED WITH STAFF:	DECEMBER 2022
SHARED WITH GOVERNORS:	DECEMBER 2022
FREQUENCY OF REVIEW:	3-YEARLY
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## Photography and Video

### Background

In our school, we recognise photography as a useful tool, and it is used routinely in many ways. For example, for record keeping, for classroom displays, as part of teaching, and as an important part of children's own work and their learning. On occasions photographs are also used for the press, or for the school website, and for other promotional purposes. We also recognise that parents may wish to take photographic images/and or record video images of their own children participating in school events. However, we are also sensitive to the wishes and rights of parents who may not want their children to be photographed, and/or who might have concerns about the possible future use of such images.

We are very aware of our responsibility to protect the children in our care from harm, and we will take every possible step to do so.

The taking of photographs in school is an increasingly complicated and sensitive area, because technology has now made it much easier for pictures and images to be used, shared or distributed inappropriately, both as printed material or as a digital image. Increased use of the internet and social media has also presented new issues. It is therefore important that schools take practical steps to ensure that photography on school premises, or at school events, reflects the protective ethos of the school.

In order to ensure that, as far as possible, such photography complies with safeguarding requirements, the advice provided below should be followed.

For clarity the following definitions are provided, and refer to this entire document:

**Photographs / Photography** refers to any photographic image, still or moving, captured by any photographic device, including mobile phones. This includes analogue and digital images, still and moving images, however stored or transmitted.

School curriculum / internal use:

Photographs/digital images or video footage taken for curricular use, or for displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

School Publicity photography

Photographs/digital images/video footage used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve outside agencies such as the local press.

School Website photography

Photographs/digital images/video footage used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children will always be anonymous.

### School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance, and will have the opportunity to opt out if they so wish.

### School Events

Photographs or video taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures, fetes, enrichment and challenge" events, educational visits, services, etc. Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/ child protection or out of respect for the rights and privacy of parents who have withheld or withdrawn consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

### The Legal Position

It is not illegal for photographs of children to be taken in school by staff and using school equipment but it is sensible to comply with all current recommendations and/or good practice since photographs and video images may be classed as personal data under the terms of the General Data Protection Regulation 2016 (GDPR). Therefore such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn.

In our school, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

### Parental Consent

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

1. Photographs or video taken by members of staff for school based publicity and promotional purposes (school newsletters/ prospectus) or for anonymous use on the school website, Photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or schoolsuccess.
2. Photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.

The Withholding or Withdrawal of Consent letter will be issued to all parents upon admission into the school and a central file record retained of any responses received. If consent is not specifically withheld or withdrawn by a parent/carer, then the school will imply that consent has been granted. The views of parents who, for any reason do not wish their child/children to appear in such photographs will be respected at all times and all reasonable measures will be taken to ensure compliance with their request, including when on educational visits, sports fixtures, etc.

## Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

### Photographs

Are not exchanged with anyone outside school or held for private use. Members of staff are only permitted to take photographs and/or digital images of children in “school or educational provision settings” and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones to take digital images is not permitted. Neither staff nor other adults within school are permitted to take photographs of children in a one to- one situation or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

As part of specific curriculum items and on certain special occasions (e.g. at leavers“ ceremonies), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene if necessary in order to prevent the taking of inappropriate images or video.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Headteacher, recording and reporting of any incidents which could raise child protection concerns.

### Photography during school events

While we recognise the wishes of family members to take photographs or video of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, video and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially if carried out insensitively.

It is also the responsibility of the school to ensure that we are compliant with safeguarding requirements at all times and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

In the case of concerts, productions and other performance events:

- As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and only in a particular area.
- School staff will take a group photo at events at either the beginning or end of the performance which will be shared with parents via Seesaw. This photo will exclude children who do not have consent for their photograph to be taken due to safeguarding reasons.
- Ensure that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet under any circumstances, posted on social networking sites or openly shared in other ways.

Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent.

Please speak to the Headteacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

#### School Website Images

The school website supports communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's school work is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used anonymously and never in cases in which parents or legal guardians have withheld consent. Any subsequent requests from parents to remove images of their children will always be respected.

## **Mobile Phones**

At Manor Park, the welfare and wellbeing of our pupils is paramount. The policy on the use of mobile phones in school and whilst with children, has been drawn up in the best interests of pupil safety and staff professionalism. This policy applies to all individuals who have access to personal mobile phones on site. This includes staff, volunteers, committee members, children, young people, parents, carers, visitors and contractors. This list is not exhaustive.

### **Code of Conduct**

All practitioners should:

- have a clear understanding of what constitutes misuse
- know how to minimise risk
- avoid putting themselves into compromising situations which could be misinterpreted and lead to possible allegations
- understand the need for professional boundaries and clear guidance regarding acceptable use
- be responsible for self-moderation of their own behaviours
- be aware of the importance of reporting concerns promptly.

### **Personal Mobiles – Staff**

- Staff are not permitted to make/receive calls/texts during contact time with children. Emergency contact should be made via the school office.
- Should there be exceptional circumstances (e.g acutely sick relative), then staff should make the Headteacher aware of this and can have their phone in case of having to receive an

emergency call.

- Staff should have their phones on silent or switched off and out of sight during class time.
- Use of phones (inc. receiving/sending texts and emails) should be limited to non-contact time when no children are present e.g. in office areas, staff room, empty classrooms.
- Staff are not at any time permitted to use recording equipment on their mobile phones, for example: to take recordings of children, or sharing images. Legitimate recordings and photographs should be captured using school equipment such as cameras and ipads.
- Staff should report any usage of mobile devices that causes them concern to the Headteacher.
- Staff should never contact pupils or parents from personal mobile numbers or give their mobile numbers. The school telephone should be used.

### **Mobile Phones for Work Related Purposes**

We recognise that mobile phones provide a useful means of communication on off-site activities. However, staff should ensure that:

- a mobile phone will be carried to sporting fixtures away from school or on an educational visit for contacting parents in the event of an emergency
- mobile use on these occasions is appropriate and professional (and will never include taking photographs of children)
- where parents are accompanying trips they are informed not to use their phone to take photographs of the children or use social media, to upload photographs and inadvertently divulge location

### **Personal Mobiles – Pupils**

- Pupils are not permitted to have mobile phones in school or on school trips.
- Pupils are not allowed to bring mobile phones to school discos.
- Year 6 leavers may bring mobile phones on the last day at the discretion of the Headteacher.

Where mobile phones are used in or out of school to bully or intimidate others, then the Headteacher does have the power to intervene to such an extent as it is reasonable to regulate the behaviour of pupils when they are off the school site.

### **Volunteers, Visitors, Governors and Contractors**

All volunteers, visitors, governors and contractors are expected to follow our mobile phone policy as it relates to staff whilst on the premises. On arrival, such visitors will be informed of our expectations around the use of mobile phones.

## **Social Media**

There are four key areas:

- A. The use of social networking sites by pupils within school (See also Online Safety Policy)
- B. Use of social networking by staff in a personal capacity
- C. Comments posted by parents/carers
- D. Dealing with incidents of online bullying (See also Anti-Bullying Policy)

#### **A. The use of social networking sites by pupils within school**

The school's Online Safety Policy outlines the rules for using IT in school and these rules therefore apply to use of social networking sites. Such sites (eg. Twitter, blogging sites, Seesaw etc) should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective or the relevant learning experience.

In terms of private use of social networking sites by a child, it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook and Instagram to name two.

#### **B. Use of social networking by staff in a personal capacity**

A high proportion of staff have their own social networking accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

Guidelines are issued to staff:

- Staff should only use social networking in a way that does not conflict with current National Teacher's Standards. It should be remembered that staff are in a position of trust and should conduct themselves professionally – photographs uploaded, comments written and pages/other people's comments being 'liked', shared or commented upon should not compromise the integrity of the member of staff or bring the school into disrepute.
- New staff should review social networking sites when they join the school and should ensure appropriate privacy settings to ensure information available publicly about them is appropriate and accurate. This should include reviewing any photographs or images that may cause embarrassment to them and/ or to the school and wider community.
- Staff **must never** add pupils as 'friends' into their personal accounts (including past pupils under the age of 18).
- Staff are strongly advised not to add parents as 'friends' into their personal accounts.
- Staff **must not** post negative comments or opinions about the school, pupils, parents, or colleagues, including members of the Governing Body.
- Staff **must not** use social networking sites within lesson times (for personal use).
- All staff should review and adjust privacy settings to give them the appropriate level of privacy and confidentiality.
- Inappropriate use by staff should be referred to the Headteacher in the first instance and may lead to disciplinary action.

#### **C. Comments posted by parents/carers**

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the website, Twitter, Parent Mail, newsletters, Seesaw, letters and verbal discussion. Appropriate channels of communication and means of resolving differences of opinion should be sought where issues emerge and differences of opinion need to be addressed. The Headteacher, Deputy Headteacher or member of the Senior Leadership Team should be contacted in the first instance. Effective communication, following principles of mutual respect, is the best means of ensuring the best learning experiences for the child.

- Parents should make complaints through official school channels rather than posting them on social networking sites or the school's Seesaw Blog.
- Inappropriate comments should not be posted on the school's Seesaw Blog or Twitter account.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

- Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.

#### **D. Dealing with incidents of online bullying/inappropriate use of social networking sites**

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

In the case of inappropriate use of social networking by parents, the Headteacher or a member of the Governing Body will contact the parent asking them to remove such comments and seek redress through the appropriate channels. *"The Governing Body understands that, there are circumstances in which police involvement is appropriate."* These include where postings have racist, homophobic elements or expressions of religious intolerance, where violence is threatened or encouraged, or where there is incitement of hatred. Furthermore, *"laws of defamation and privacy still apply to the web and it is unlawful for statements to be written which:*

- *expose (an individual) to hatred, ridicule or contempt*
- *cause (an individual) to be shunned or avoided*
- *lower (an individual's) standing in the estimation of right-thinking members of society or*
- *disparage (an individual in their) business, trade, office or profession."*  
**(National Association of Headteachers)**

#### Monitoring and Evaluation

The school has a duty of care and responsibility towards pupils, parents and staff and the care, safety and privacy of the individual is the key feature of this policy.

Reviewed December 2022

Next review December 2025