

Policy for Use of Photographs and Videos

Scoil Mhuire Junior

Introduction

Schools need and welcome positive publicity. Making use of photographs and videos can increase pupil motivation and staff morale and help families and the local community identify and celebrate the school's achievements. Publishing photographs and videos online offers the school a positive way to share events, activities and examples of student work with parents/guardians and members of the wider school community.

However, photographs and videos must be used and shared in a responsible way. Schools need to respect children's and parents'/guardians' rights of privacy and be aware of potential child protection issues.

The aim of this policy is to ensure that staff, students and parents/guardians will benefit from the use of photographs and videos in a safe and effective manner.

This policy should be read carefully to indicate that the conditions of use are accepted and understood.

Child Protection Concerns

Risk can occur when individual pupils can be identified in photographs or videos. Providing the name and the image of a pupil in a publication or on a website allows for the possibility of people outside the school identifying him/her.

Parents/guardians, children and other adults who are aware of any abuse / inappropriate contact with children that may be connected with publicity material should report this immediately to the Principal who is the Designated Liaison Person.

Scoil Mhuire Junior adopts the following guidelines when sharing photographs and videos of children in school publicity materials, including on the school website, Twitter, print media and displays.

Safety and Security Measures to be taken when sharing images:

- Care should be taken when taking photographic or video images that pupils' safety is not compromised in any way and that they are not participating in activities that might bring the individuals or the school into disrepute.
- Only photographs of children appropriately dressed will be used. Care will be taken when using photographs of children participating in sports activities. Photographs of children participating in swimming events will not be taken or published.
- Scoil Mhuire Junior will strive to only use only photographs, audio or video clips focusing on group activities.

- If an image/video of an individual child is published, the child's face will not be seen.
- Content focusing on an individual student, where he/she can be identified, will only be published with parental permission.
- Scoil Mhuire Junior will avoid publishing the first name and last name of pupils in video or photograph captions published.
- Personal student information including home address and contact details will not be published.
- The school will ensure that the image files are appropriately named – will not use students' names in image file names if published on the web.
- Members of the school community must not share images, videos or other content online with the intention to harm another member of the school community regardless of whether this happens in school or outside.
- Sharing explicit images and in particular explicit images of pupils and/or minors is an unacceptable and prohibited behaviour, with serious consequences and sanctions for those involved. (See Acceptable Use Policy)

Permissions

- At Scoil Mhuire Junior, members of the school community must not share, publish or distribute images of others without their permission.
- Pupils must not be approached or photographed/filmed while at school without the permission of the school authorities.
- Management will ensure that members of the press are made aware of school policy.
- If any party is concerned that a newspaper has used the photograph and name of a child inappropriately, they should contact the Press Complaints Commission.
- Photographs of students and student work must not be stored on personal devices of staff members.
- Parents/guardians or other spectators may wish to photograph or video an event such as a sports day, a fundraising event, an assembly or a performance. The school reserves the right to ask parents/guardians and other visitors not to take photographs of children / use videoing equipment if it disrupts an event or the school feels the images may be used inappropriately.
- Such spectators are asked not to share any images or videos captured at school events on social media or on the internet.

Parental Consent

Scoil Mhuire Junior respects the right of parents / guardians to withhold consent from their child's / children's photographs being used in school publicity materials. Parents/guardians are asked to contact the school principal should they wish to withhold such consent.

Ratified by the Board of Management on 20th April 2021.

Signed: _____

Eileen Hall
Chairperson of the Board of Management

Date: _____