

## **Photography, Video and Social Media Policy**

SJ Performing Arts Plymouth works with children and families as part of its including dance, singing, and acting. We understand children, their parents and carers have a right to decide whether their images and/or video are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.

### **Objectives of this Policy:**

- To protect every child/ren and young persons who take part in SJ Performing Arts Plymouth classes, events and activities, specifically where photo and/or video may be taken.
- To set out the overarching principles that guide our approach to photography and/or videography being taken of a child or young persons during our classes, events, and activities.
- To understand why we may use photography and videography in our classes, activities and events.
- To understand the principles and policy for social media.
- That parents, guardians and carers are happy to give consent to photography and video knowing how our policy works at SJ Performing Arts Plymouth and that we ensure the welfare of every child/ren or young persons is paramount.
- That parents, guardians, and carers understand when SJ Performing Arts Plymouth is given consent to take photos and/or videos of their students they understand how the images will be used and stored, along with the risks involved, and how we will do our best to keep every child and young person safe.

### **How Photography and Video Will Be Used At SJ Production Performing Arts Plymouth:**

- To aid our lessons by using photo and/or video in any genre studied at SJ Performing Arts Plymouth. For example, slow motion video: students can see their movement with attention to detail providing a highly useful tool or recording a song to hear their voice.
- By sharing video clips or photographs to help aid, develop, and progress our students learning.
- To share the achievements and successes of our students in a class, on our website, or on any social media platform.
- For printed purposes like leaflets or flyers to promote or advertise the school.
- To photograph or record performances.
- When necessary between staff; including sharing success or news, proposed advertising, or rehearsal photographs and videos.
- To procedure photography or video clips to advertise our school in; presentations, online, or on any social media platform.
- To produce photographs or DVDs for our student's families to keep of performances, activities or events.
- In the local press or news to share achievements of the students and/or the school.

### **How We Will Seek To Keep Our Students Safe:**

- By receiving photography and video consent from parents/guardians and carers.
- If a parent/guardian or carer withdraws consent, no photography or video will be taken in any lessons or events that include that child. In show circumstances when a DVD is being produced, Sarah and Jodie will have a discussion with the parent/guardian or carer.
- By explaining why, we are taking any photographs and videos at the time.
- If needed we can change the names of the children whose images are being used in our published material, and whenever possible only use first names if we need to identify them.
- We will never publish personal information about an individual without relation to SJ Performing Arts Plymouth or disclose any identifying information.
- Explain when necessary the risks and consequences of sharing any media online.
- By storing any images and videos safely, in line with the Data Protection Act.
- By using images or videos that positively reflect our student's involvement in a class, event or activity. We will never share any photo or video negatively.

### **Photography, Video and/or Film for Personal Use:**

When children themselves, parents/guardians, carers or spectators are taking photographs and/or film after receiving consent in a class, activity, or event; the images are for personal use only, and should only be viewed by family members. If other children or young people appear, you must have consent from every child/parent in the photograph or video before sharing it online. You must always reference SJ Performing Arts Plymouth in any photo or video published when a child or young person is attending our school. You must not make contact with any newspaper, magazine or news channel without our consent. If contacted in regards to any class, event or activity at SJ Performing Arts Plymouth you must inform us. We will publish guidance about consenting to photo and video and the sharing of these forms at any public event either verbally or in a document like a programme.

### **We enforce:**

- You must comply when SJ Production of Arts Plymouth ask for no photos or video to be taken during a class, activity, or event.
- No media is to be shared on social media that includes other children before gaining consent from all children, their parents/guardians and carers.
- You check your privacy settings on any social media account to understand who else will be able to view any image and/or video you may share.
- If children, parents/guardians, or carers have any concerns about an image or video being shared please speak to a Principal.

### **The Hiring of a Photographer and/or Videography For One Of Our Events:**

SJ Performing Arts Plymouth will inform children, parents/guardians, and carers when hiring one or more of the above, and the date they will join us. We may hire one of the above to

record a performance, take professional photos for marketing purposes, take headshots, or to create a showreel.

**We will seek to keep children and young people safe by:**

- Providing the photographer/videographer with a clear brief including appropriate content and behaviour.
- Ensuring the photographer/videographer wears identification at all times.
- Informing all children, their parents/guardians and carers that a photographer/videographer will be at an event or activity which includes their child/ren.
- Never allowing the photographer/videographer to have unsupervised access to children or young persons.
- Never allowing the photographer/videographer to continue any unauthorised sessions outside SJ Performing Arts Plymouth without a parent or guardian informing us they have arranged and consented this.
- Reporting any concerns regarding inappropriate or intrusive photography/videography following our safeguarding policy immediately.

**Photography and/or Videography for Wider Use:**

If people such as local journalists, student or professional photographers/videographers (not hired by SJ Performing Arts Plymouth) wish to record one of our events and share the images professionally or in the wider world they must seek permission in advance.

**All must provide:**

- The name and the address of the person using the camera.
- The child/ren they wish to photograph or video.
- The reason for taking the images and/or video and what they will be used for.
- A signed declaration that the information provided is valid and that the images and/or video will only be used for the reasons they have specified.

SJ Performing Arts Plymouth will then verify these details and decide whether to grant permission for any photography and/or videography. If we are concerned in any way, they will not receive permission, nor be allowed near SJ Performing Arts Plymouth and further action may be taken. If the above acted unprofessionally or inappropriately whilst at SJ Performing Arts Plymouth they will be asked to leave immediately, furthermore, we will always follow our safeguarding policy.

**Storing Images and Film**

SJ Performing Arts Plymouth will store photographs and videos securely, in accordance with our data protection policy.

- Images or film will only be stored on password protected devices.
- Hard images will be stored safely in a boxed file.
- Images and film will be securely archived for as long as the school feel necessary.
- No one will have access to any photos or videos other than staff.

- If we need to print a photo, the photo will be transferred to secure memory device to allow us to print.
- Photos and videos may appear and be stored on our website, online platforms and social media indefinitely.

## **Social Media**

When using ALL forms of Social Media (including but not limited to Facebook, Instagram, Snapchat, Twitter) all students and parents must adhere to this Policy.

- Students and parents may not photograph, video or record any material in a class, event, or activity without the teacher's permission and post content via social media.
- Where permission has been given to record for rehearsal purposes only, use of that recording has been authorised only for that purpose, and under no circumstances, must it be posted on any Social Media platform.
- All choreography taught for solos, group performances, or annual performances taught by our staff and guest teachers, remain the property of SJ Performing Arts Plymouth. Should any material be posted to Social Media (with permission and in agreement with this policy) credit must be given to SJ Performing Arts Plymouth.
- No footage of performances is to be shared on social media without permission.
- The recording and airing, sharing, posting, distribution of teachers' routines, is a serious breach of copyright and may result in offenders being asked to withdraw from SJ Performing Arts Plymouth and in some circumstances, legal action may be considered.
- Bullying/harassment of any kind over social media will not be tolerated and may result in termination of students' enrolment.
- Students and parents are not to post any content that may bring SJ Performing Arts Plymouth into disrepute.
- When posting on Social Media, all credits must be given to those relative to the post.
- All posts on Social Media that are related to SJ Performing Arts Plymouth must be appropriate and tasteful. Any posts seen, that are deemed inappropriate will result in the students and parents being notified and the post being taken down on all platforms.
- Parents must remain mindful of the hours they are contacting staff through Social Media. No staff member is obliged to reply to any messages received. Any harassment to staff or members will result in immediate termination. Where possible, all queries should be sent to the main email address for SJ Performing Arts Plymouth.

### **Parent or Guardian consent:**

By agreeing with this Policy on registration, I understand this allows SJ Performing Arts Plymouth to take photos and videos of my child/ren. I have read the policy and understand how SJ Performing Arts Plymouth use, process, and store any images and videos. I understand and will comply with all rules regarding Social Media.

I am agreeing to all stated in the above policy and with the understanding, I consent to:

- Having my child photographed and/or videoed in any class, activity, or event by any member of staff.
- For my child's photo or video to be shared between staff for marketing and/or educational purposes.
- For my child to have their photo and or video appear on our website, any social media platform, or marketing tools.
- For my child's photo and video to be placed onto a DVD from one of our events.