



CARNEGIE SCHOOL EVENT CAMERA USE PROTOCOL

At the beginning of each school year, we ask parents to sign a school permission form to use photos of students for our website, newsletters and internal videos. We also have a recorded list of students whose parents have specifically requested that their children's photographs are not to be made available for external school use (e.g. marketing, posters, etc), as well as a list for those students who are not to be included in photos or videos for internal or external use (including videos and photos for school events such as assemblies, graduations, posters within school grounds).

Our students are already educated about the power of photography and it is written in the Carnegie Primary School Student ICT Fair Use Agreement that students are not to use photos or videos for publications or sharing without the consent of all students in the photograph or video. All students who use technology at school discuss this and sign this agreement accepting these rules.

We believe that a similar protocol is now necessary for all of our stakeholders, including parents, guardians and visitors. The ratified Carnegie Primary School protocol is therefore that ***no photograph or video taken by a visitor to the school or a school event is to be shared via social media unless there is consent from the parent/guardian of all students featuring in the photograph or video.*** A school event can be on school grounds or in other locations either during or outside school hours.

We educate our students that once a photograph or video is uploaded to a social media site (including Facebook, Twitter, Instagram), it can be very easily circulated, far beyond the control of the intended audience. As many adults know, this can be a positive experience but can also quite often be a traumatic experience for those in a photo or video. For these purposes, a social media site can be interpreted as any online shared platform beyond individual communication channels.

According to this protocol, an example of a photograph/video appropriate for social media sharing would be:

- A photograph of your child holding a ribbon from athletics or swimming day.
- A photograph of the relay team your child is a part of posing pre-race, when all 3 other parents have given consent (verbal, implied or otherwise) for this photograph to be shared.

According to this protocol, an example of a photograph/video inappropriate for social media sharing would be:

- An action shot of the 100m sprint which has faces clearly visible of your child and other children who have not had parent consent for the photograph to be shared
- A video of the grade 2 assembly performance featuring your child and the faces or resemblances of many other student faces in their grade (unless there was consent from every featured child's parent/guardian)

We understand social media and photography is a subject which does promote healthy discussion and we thank you for your support as we attempt to formalise important educational and safety processes for students, staff and parents in our Carnegie community. We encourage discussion with your child about this policy and the safe use of photography and cyber safety in general.