

New Century School Policy No. 515.2

Adopted: 04.24.2023

Revised:



515.2 School Photography Policy

I. PURPOSE:

This policy applies to the use of photographs in school publicity printed materials, including yearbooks, newsletters, and flyers, on digital media, including the school website, school social media feeds, school YouTube channel, and in the press. For the purposes of this Policy, the word “photograph” includes any kind of still or moving image with or without sound and whether stored/transmitted electronically or as a hard copy.

II. GENERAL STATEMENT OF THE POLICY:

1. Permissions:

- a. Staff are requested to ask for permission before taking photographs to support educational aims, such as for classroom displays or projects.
- b. Photographs should be stored securely and used only by those authorized to do so.
- c. Staff are not allowed to use any pictures taken at school on their personal social media handles.

2. For publications:

- a. The school will obtain consent from parents or guardians before using a student's picture for publications, website, or social media. Parents/guardians can opt-out of having their child's picture taken or published.
- b. If parents do not reply (approve or decline) that a picture of their child can be taken/used, then the school will consider it a tacit approval.
- c. Pictures in school publications, including yearbooks and newsletters, will follow the same guidelines as social media posts.

3. In school events, it is up to school management to decide if they are to allow videos or photographs to be taken by parents during school events such as Graduation or Award Ceremonies. Parents are not required to comply with this policy when taking photographs of their children, for their own private use, at an organized event.

4. Photography Guidelines:
Students and staff members may take pictures of events or activities on school premises with the following guidelines:
 - a. Pictures must not include other individuals without their consent.
 - b. Pictures should be respectful and appropriate for a school setting.
 - c. Pictures should not be used for commercial purposes.

5. Social media guidelines:
The school's official social media accounts will only post pictures with the following guidelines:
 - a. Pictures must not include individuals without their consent.
 - b. Pictures should be respectful and appropriate for a school setting.
 - c. Pictures should not be used for commercial purposes.
 - d. No identifiable information about the student(s) should be included in the caption or description.

6. Any breach of this policy will result in disciplinary actions.