

Policy and Procedure Manual

Student Images Management Policy

1. Rationale

There are times when St Leonard's College students are involved in activities, that are of interest to the College community, and the broader Association of Coeducational Schools (ACS) community. These activities portray students and the College in a positive and informative manner. In general, student imagery is used to communicate the College and ACS activities and events, celebrate student effort and achievement, record student participation at College and ACS events, and in the online learning environment if applicable.

Student images, including photographs, postings on the internet, films, video recordings, screenshots and livestream recordings of online learning may be featured in the St Leonard's College communication channels including the weekly digital newsletter, College magazines (print and digital iterations), College emails, College website and intranet, College printed materials and College social media platforms. Photographs or recordings are taken with the knowledge of the College, or by staff responsible for a particular activity. These image uses are a vital component of the College's communications pertaining to the education provided by St Leonard's College and the school environment. Student images, including photographs and video recordings, may also be taken during official ACS sporting events and may be shared on the ACS website, social media platforms, at ACS events celebrating achievements, and in ACS newsletters or digital communications.

At St Leonard's College, students and parents have the right to consent to the disclosure of student images.

2. Aim

The purpose of this policy is to ensure St Leonard's College implements a responsible approach to the management of student images, and that parents are informed to provide their consent.

This policy should be read in conjunction with the related procedures and practices outlined in section 4 of this policy.

3. Scope

This policy applies to students, parents and staff of St Leonard's College.

4. Related Procedures and Practices

- Student Images Usage Form (Refer Appendix A)
- Student Images Management Practices (Refer Appendix B)

5. Implementation

The College's responsible approach to the management of student images policy is implemented as per the following:

- 5.1 Students may be referenced by first and second name and year level within the St Leonard's College magazines and newsletters. Students are referenced only by their first name and year level on the College's social media platforms, unless explicit consent has been obtained from the student's parent. For sporting achievements listed on the ACS website, students are referenced only by their first

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name and the first letter of their surname, along with the competitive age group (if applicable) and the sporting event, for example, Peta S, 12 - 13 years, 50m Freestyle.

- 5.2 There may also be occasions, such as ACS sporting events, or the House Music concert where hundreds of students are featured on the stage and the performance is filmed and made available to parents to purchase after the event. In these circumstances it is not viable to exclude the image of one child. There may be other class or group events that are photographed or filmed, and all reasonable efforts will be made to ensure that images comply with parental requests.
- 5.3 St Leonard's College recognises that in some instances a student or parent may decide to have their photo removed from a St Leonard's College social media platform and the College respects and implements these requests as required.
- 5.4 There are also times when student work may be displayed, published or photographed for educational or promotional purposes.
- 5.5 Parents of St Leonard's College students are provided with an overview of our Student Images Practices (please refer to Appendix A) at the time of enrolment, along with a specific form (please refer to Appendix B) which identifies and documents their acknowledgment that their child's image may be featured within the College communication channels specified, including but not limited to:
 - St Leonard's College website(s)
 - St Leonard's College social media
 - St Leonard's College digital newsletters and emails
 - St Leonard's College printed materials
 - St Leonard's College publishing of student work
- 5.6 Additionally, parents and students are notified of the current practices pertaining to student images via our St Leonard's College intranet STL link and publicly on our St Leonard's College website.

6. Communication of this Policy

This policy is communicated in the following ways:

Students

The Student Images Management Policy is included in the Student Diary.

Staff

The Student Images Management Policy is available to staff via their initial employment and induction information.

The Student Images Management Policy is available to Staff on CompliSpace via the College intranet (STL Link), under Student Duty of Care.

The Student Images Management Policy is available via the Policies tab in the Staff online handbook.

Community

The Student Images Management Policy is available for parents and care-givers on the College Intranet Parent Portal (STL Link) and policy locations are communicated annually to the community via the St Leonard's College Newsletter.

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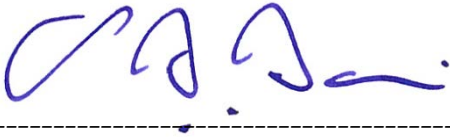
Student Images Management Policy

7. Prepared by

Director of Marketing and Communications

8. Approved by

Stuart Davis, Principal



Signature

23 August 2021

Date

9. Reason for Revision

Inclusion of ACS student images consent protocols and compliance.

All policies at St Leonard's College are subject to a three (3) year review cycle (unless otherwise stated) irrespective of any amendments made during this period.

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St Leonard's College

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St Leonard's College Student Images – Management Practices

Information for Parents and Students

At St Leonard's College, students and parents have the right to consent to the disclosure of student images. In general student imagery is used to:

- communicate the College activities and events
- celebrate student effort and achievement, including Association of Coeducational Schools (ACS) sporting events and results
- record student participation in College and ACS events, and in the online learning environment if applicable.

These uses are a vital part of recognising and celebrating the engagement, enjoyment and achievements of our young people, and St Leonard's College has implemented the below approach in relation to the responsible management of student images:

1. Parents and students are notified of the current practices pertaining to student imagery via the information provided at enrolment (as detailed herein). This information is also available on our St Leonard's College intranet STL link.
2. St Leonard's College has developed a **Student Images Policy** outlining the use of student imagery, which can be located on our website under stleonards.vic.edu.au/policies.
3. St Leonard's College has developed a standard approach to notification of, and consent to, the usual uses of student imagery:
 - (a) This standard approach involves the consent for the use of student photographs, videos, online learning screenshots and online learning live video stream recordings being sought at the time of enrolment on a separate consent form.
 - (b) This consent includes consent for imagery usage on the College intranet (STL Link) along with the College and ACS specific digital channels of communication including their respective websites, social media channels, digital newsletters or emails, and at ACS events which may celebrate sporting achievements.
4. As part of our St Leonard's College policy on the use of student imagery, we will provide a separate communication each year to parents pertaining to consent for the use of student imagery for publication in the media such as print media or on alternate paid digital media platforms.
5. Our duty of care to our students remains at the forefront of our assessment and usage of imagery, and the responsible use of photo and video content applies to all St Leonard's College imagery. Our College has developed and documented strict assessment guidelines and approval protocols to ensure any student image featured in the media complies with our child protection guidelines.
6. Lastly, with regard to third party media providers, St Leonard's College has clearly stipulated, in writing, to relevant local press partners that student photographs should not be put on a newspaper website unless it is a College approved advertisement where specific parental consent has been obtained.



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Student Images Parental Consent Form

There are times when St Leonard's College students are involved in activities that are of interest to the College community, and the broader Association of Coeducational Schools (ACS) community, which portray students and the College in a positive and informative manner.

Student images, including photographs, screenshots and/or recordings of live streaming sessions during online learning, postings on the internet, films and video recordings may be featured in the St Leonard's College communication channels including the weekly digital newsletter, College magazines (print and digital iterations), College emails, College website and intranet, College printed materials and College social media platforms. Photographs or recordings are taken with the knowledge of the College, or by staff responsible for a particular activity. Student images, including photographs and video recordings, may also be taken during official ACS sporting events and may be shared on the ACS website, social media platforms, at ACS events celebrating achievements, and in ACS newsletters or digital communications.

Students may be referenced by first and second name and year level within the College magazines and newsletters. Students are referenced only by their first name and year level on social media platforms unless explicit consent has been obtained from the student's parent. For sporting achievements listed on the ACS website, students are referenced only by their first name and the first letter of their surname, along with the competitive age group (if applicable) and the sporting event, for example, Peta S, 12 - 13 years, 50m Freestyle.

There may also be occasions, such as ACS sporting events, or the House Music concert where hundreds of students are featured on stage, and the performance is filmed and made available to parents to purchase after the event. In these circumstances, it is not viable to exclude the image of one child. There may be other class or group events that are photographed or filmed and shared within the College communication channels noted above.

There are also times when student work may be displayed, published or photographed for educational or promotional purposes.

To learn more about our St Leonard's College *Student Images Management Practices* and *Student Images Management Policy* please visit stleonards.vic.edu.au/policies

I acknowledge I have read and understood the information provided and if I have any further questions or require any further clarification I will email studentimages@stleonards.vic.edu.au

Student name:

Enrolment year:

Parent Signature:

Parent Name:

Date:

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