

### 1. Rationale

There are times when St Leonard's College students are involved in activities, that are of interest to the College community, which portray students and the College in a positive and informative manner. In general, student imagery is used to communicate the College activities and events, celebrate student effort and achievement, record student participation at St Leonard's College, in St Leonard's 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.

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 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.

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- 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 Appendix B) at the time of enrolment, along with a specific form (please refer Appendix A) 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. Prepared by

Director of Marketing and Communications

### 7. Approved by

Stuart Davis, Principal



16 April 2020

Signature

Date

### 8. Reason for Revision

Formalisation of policy format, including updated online considerations.

*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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### Appendix A – Student Image Usage Form

## Student Image Usage Form

There are times when St Leonard's College students are involved in activities that are of interest to the College 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.

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.

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](http://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](mailto:studentimages@stleonards.vic.edu.au)

Student name: .....

Enrolment year: .....

Parent Signature: .....

Parent Name: .....

Date: .....

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### Appendix B – Student Images – Management Practices

## 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
- Record student participation at St Leonard's, in St Leonard's events, and in the online learning environment if applicable

These uses are a vital part of a school environment 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](http://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 and College specific digital channels of communication including the College website, social media channels, and digital newsletters or emails.
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 regards 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 College approved advertisement where specific parental consent has been obtained.

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