St John's Church of England (VC) First School

Whiteoaks Drive, Bishops Wood, Stafford, ST19 9AH
Telephone & Fax: 01785 840318

Email: office@stjohnsbishopswood.org

https://www.stjohnsbishopswood.org/

Headteacher: Miss E Challiner

9th October 2026

Use of Photographs and Videos on School Websites and Social Media

Dear Parents and Carers,

At St John's, we are proud of our pupils and enjoy sharing and celebrating their achievements, learning experiences and special events with our school community. Photographs and videos are an important way of showcasing the wonderful opportunities available to our children and helping parents and carers feel connected to school life.

We would like to reassure families that the school follows current UK guidance regarding the use of images and videos of children. We only publish photographs or videos of pupils where parental consent has been provided and where doing so is appropriate and in the best interests of the children involved.

When sharing images, we take a number of precautions to safeguard pupils, including:

- Using group photographs wherever possible.
- Avoiding the publication of unnecessary personal information alongside images.
- Ensuring content is appropriate and portrays children positively.
- Regularly reviewing our online content and practices.
- Following our school's safeguarding, data protection and online safety policies.

Whilst schools are encouraged to celebrate children's achievements through websites, newsletters, Class Dojo and social media, we recognise that there are potential risks associated with sharing images online. Once content has been published on the internet, there is always the possibility that it could be copied, shared or used in ways beyond the school's control.

For this reason, we continually review our processes and carefully consider the balance between celebrating children's successes and maintaining their safety and privacy. We remain committed to ensuring that any use of photographs and videos is responsible, proportionate and compliant with safeguarding and data protection requirements.

The school will therefore continue to publish photographs and videos of pupils' learning and achievements, where parental permission has been granted, as we believe this plays an important role in celebrating success and sharing the excellent work taking place across our school. However, we want parents and carers to be aware that, despite the safeguards we have in place, there are

St John's Church of England (VC) First School

Whiteoaks Drive, Bishops Wood, Stafford, ST19 9AH
Telephone & Fax: 01785 840318

Email: office@stjohnsbishopswood.org

https://www.stjohnsbishopswood.org/

Headteacher: Miss E Challiner

inherent risks associated with online publishing, and we will continue to monitor and manage these carefully.

If your circumstances change, or if you wish to discuss your child's photo permissions, please contact the school office.

Thank you for your continued support.

Yours sincerely,

Miss E Challiner

Headteacher