

The Maynard School, Exeter

September 2025

6.38 Photography and Media Policy

Independent Day School for Girls

This policy should be read in conjunction with the Acceptable User Forms (within the E-Safety Policy)

Photography and Media – Internal

Staff members regularly record special events in school using photography, which may later be used for displays in-school, or for publication in school literature, on the website or on the school's social media channels. In time, these photographs will pass into the school archive. It is an effective way of recording school activities and can be enjoyable for the students to see their achievements widely displayed.

Similarly, with the high specification equipment now available in school, increasingly lessons and special activities are recorded on digital video. Sometimes, the recording is part of the lesson itself (e.g. in a Sixth Form film-making course), or a teacher may make a film to explain a certain aspect of a subject, or the recording is made as a record of an event such as a school play. Such films may be shown in class, at events such as Open Evenings and may be posted on the school website or social media channels. They will also pass into the school archive.

Photography and Media – External

On occasions, the school invites members of the press to cover events at the school for publicity and PR purposes. This usually involves members of the local press. It is possible, though less likely, that some stories may also be covered by national media. In all of these cases, the media have been invited into the school by the Marketing Department; the information provided to the media has been approved by the Head; and any visit by a reporter and/or photographer is supervised by the Marketing Department.

We have benefited from some excellent publicity in recent years and the wider recognition press coverage brings is very rewarding for students and staff members alike. Students are always asked if they wish to take part in such coverage; teachers are asked permission if it clashes with a lesson, and neither is under any obligation to take part.

On the rare occasion that the press make unsolicited contact with the school, the school's response is always handled by the Head and the Marketing & Communications Manager. The Head would not allow students to become involved in any unsolicited media contact, unless they judged the story to show the school in a positive light and be worthwhile in publicity terms. The Head would also be careful to ensure that any media involvement would not be detrimental to the students' study. The press' own code of conduct does not allow members to approach students without invitation; and in the case of a negative story or critical incident, students, staff and parents would be briefed by the school on how to avoid press contact.

In recent years we have rolled out a series of high-profile advertising campaigns and have involved individual students in photography or film as part of these campaigns. This usually involves a professional photoshoot or film shoot with an external professional photographer/videographer and a creative director from an advertising agency. The adverts are then used online, in publications and on outdoor advertising in Exeter and the local area.

Parental Permission

In order that parents can make us aware of any concerns they may have about their daughter's image being used in photography and media, they are asked each year to give permission on the Consent Form for Photography/Filming for their daughter's involvement. We hope that parents will allow their daughters:

- To be recorded by photograph or video for use in school publicity materials and online.
- To be included in newspaper, magazine and television coverage of the school, where it has been expressly invited by the school.

In the case of students being invited to be a part of an advertising campaign, parents are contacted separately by the Marketing and Communications Manager to gain specific consent.

Cameras on Electronic Devices

Now that many electronic devices can also take photographs, students have more ready access to taking photographs on school premises. We have a policy on use of electronic devices in school and this extends to use of all electronic devices. Beyond this, it is difficult for school to monitor students' use of camera phones on school premises and the subject matter. However, should a student take a photograph, whether with a camera phone or regular camera, and circulate that photograph in such a way as to cause offence or embarrassment to a fellow pupil, or if it might bring the school into disrepute, the students will be dealt with according to our disciplinary procedures.

Reviewed annually by: RB	September 2025
Date for Review: SLT	September 2026

Authorised by Governor	
Signed	
Dated	