

12 October 2020  
KOn/cmj

Dear Parent / Carer

As we become a world which uses social media (e.g. Facebook / Instagram / Twitter) to create a valuable record of life and share images of individual or team achievements, several departments across the academy have created their own social media pages (e.g. @koapedepartment – Instagram).

These accounts are principally used to communicate department specific messages or celebrate achievements. At times these accounts might use a photograph or video of pupils who are involved in school activities or events.

To ensure that each department designs and manages a safe social media page, the following safeguarding steps have been taken:

- Images will be carefully and sensitively chosen and will not be used out of context.
- Pupils will not be identified by full name in the photographs, although we may wish to refer to them by first name only. Groups may be referred to collectively by year or house or team.
- Verbal consent will always be sought before images of work or a performance are shared.
- Departments will not follow individual pupil accounts.
- The comments section is disabled (e.g. pupils cannot comment on a piece of work that has been shared).
- Departments will not respond to any direct messages from pupils.
  - o If pupils send a message to the account, the Safeguarding Team will be informed

So that we can confirm what format/s you give permission for your child's image or work can be shared, please complete the attached form (electronic or paper) and return this to the Main Office. As always, you (and your child) reserve the right to withdraw consent at any time and we ask you to email [koa.office@clf.uk](mailto:koa.office@clf.uk) if you or your child would like to change their data sharing preferences.

Kind regards,



Katherine Ogden  
Principal

WORK HARD, BE KIND

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Please click the following [link](#) to access an online version of this survey or complete the form below (return to Main Reception)

I \_\_\_\_\_ acting on behalf of \_\_\_\_\_ (child's name) give King's Oak Academy permission to use the image of \_\_\_\_\_ (full name of child) in the following ways:

	Yes, with first name only	Yes, unnamed	No
On the KOA website			
On KOA social media accounts			
In film on the KOA website			
In film on the KOA social media accounts			
In KOA printed materials, including the school prospectus			
In press articles and stories			

I give permission for images of my child's work (e.g. artwork) to be shared in the following ways:

	Yes, with first name only	Yes, unnamed	No
On the KOA website			
On KOA social media accounts			
In film on the KOA website			
In film on the KOA social media accounts			
In KOA printed materials, including the school prospectus			
In press articles and stories			

I understand that my child will also be asked to give their verbal permission for King's Oak to use their image in the formats listed above and that once images are published online, these are available around the world.

Circle the appropriate response	
Yes	No

I understand that this consent will remain in place until either I or my child (if over 12) withdraws such. I also understand that consent may be withdrawn at any time. (Yes / No) – delete applicable.

Circle the appropriate response	
Yes	No

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Parent/Carer