



The Keys Service

Photography, Video and Social Media Policy

September 2026

Monitored by:

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Intervention Manager

Update due: September 2028

Policy Statement

At The Keys, we recognise the value of photographs and videos in celebrating children's achievements, recording learning experiences and keeping parents, carers and schools informed about the work we do.

We are committed to ensuring that all images and videos are used safely, responsibly and in accordance with safeguarding, data protection and UK GDPR requirements.

Purpose

The purpose of this policy is to:

- Celebrate and share children's achievements and experiences.
- Support communication with parents, carers and referring schools.
- Ensure photographs and videos are used safely and appropriately.
- Protect children whose images should not be shared.
- Meet safeguarding and data protection requirements.

Consent

Written parental consent will be obtained when a child joins The Keys. All staff will be made aware of the parental consent and will adhere by this at all times.

Parents/carers will be asked to indicate whether images may be used:

- Within The Keys setting.
- On secure digital platforms used by The Keys.
- In reports and information shared with referring schools.
- On The Keys website
- On The Keys social media accounts, including Instagram.

Parents/carers may withdraw consent at any time by contacting The Keys in writing.

The consent status of every pupil will be recorded and checked before images are shared.

Use of Padlet

The Keys uses Padlet as a secure platform to share photographs, videos and updates with parents/carers and referring schools.

Only authorised staff will upload content.

Padlet links will only be shared with relevant parents/carers and professionals.

Staff must check consent records before uploading any image or video.

No sensitive personal information will be included alongside photographs.

Social Media

The Keys operates an official Instagram account to celebrate learning, achievements and events.

When posting on social media:

- Only children with parental consent will be featured.
- First names, surnames, addresses or other identifying personal information will not be published.
- Images will focus on activities and achievements rather than close-up individual portraits where possible, full faces will not be used.
- Staff will consider safeguarding risks before sharing any image.
- Images will only be posted through official organisational accounts.

Staff must never share images of pupils through personal social media accounts.

Taking Photographs and Videos

Only staff and authorised visitors may take photographs or videos for educational purposes.

Images will be captured using school-approved devices.

Personal mobile phones must not be used to take or store photographs of pupils.

Photographs will be relevant to learning, celebration or assessment purposes.

Storage and Security

Photographs and videos will be stored securely on approved systems.

Access will be limited to authorised staff.

Images will not be retained longer than necessary and will be deleted in line with The Keys' data retention procedures.

Where images are no longer required, they will be securely deleted.

Parents and Visitors

Parents and visitors may take photographs of their own children during special events unless advised otherwise.

We ask parents not to share images online that include other children without permission from their parents/carers.

Safeguarding Considerations

Particular care will be taken where:

- A child is looked after.
- A child is adopted.
- There are court orders in place.
- There are safeguarding concerns regarding image sharing.

In these circumstances, photographs will only be used in accordance with safeguarding advice and parental permissions.

Monitoring and Review

This policy will be reviewed annually or sooner if legislation, safeguarding guidance or organisational procedures change.

Approved by: Intervention Manager

Review Date: September 2027