PUTNEY
HIGH SCHOOL
GDST
GIRLS' DAY SCHOOL TRUST

GDST Use of Communication Channels

Putney High School Policy

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GDST Use of Communication Channels

We use a number of communications channels, both online and offline, including digital media platforms to connect and engage with our wider school community. Our primary objective is to foster a sense of community engagement, provide students, parents, and staff with real-time updates on events, announcements, and facilitate meaningful discussions. For this reason, the majority of our digital communication channels are public.

Communications channels

This document covers photo and video consent for online (digital channels) and offline (e.g. school publications, print) communications channels. When the term digital media is used in this policy, this includes digital channels including but not limited to Instagram, Facebook, YouTube, X (Twitter), LinkedIn, websites, newsletters, as well as external publications etc. References to images in this policy also refer to moving image/ video content.

What we post

We encourage our staff to use digital media in a way that showcases school life, including events, achievements, and day-to-day activities in a way that creates opportunities for interaction with parents, alumnae, and the wider community. Where images include students, we trust our staff to use their professional judgement to post appropriate images of students in line with the following principles:

1. Images should portray a positive and respectful image of our students and school.
2. Anything that might be seen as controversial or could reflect negatively on a student or the school should not be posted.
3. Where images or posts focus on the achievements or activities of individual students who are distinctly identifiable, we will only include those students where we have consent.
4. Wherever possible, we will ensure that students cannot be identified, and where there is a need to provide information such as a student's first name, permission will be sought.
5. We will only post the first name of students alongside their image, if at all. Separate permissions will be sought for instances where we propose including full names e.g. public sharing of results and achievements in press/media.
6. When images focus on group activities rather than individual students, we rely on our legitimate interest to do this, and we don't seek additional consents from parents or students.

Promoting our schools

We may use images and video of our students in promotional platforms to showcase the learning and discovery that takes place in our schools. We are proud to celebrate our schools as places where girls learn without limits, and we know the girls embrace the opportunity to take part.

We promote and celebrate our school on websites, prospectuses, press and other external advertising on various platforms including social media channels such as Twitter (X), Instagram and Facebook.

Moderation

The GDST Digital Communications team moderates our digital media channels Monday to Friday during office hours (9am to 5pm). We will delete:

- abusive, racist, sexist, homophobic or inflammatory comments
- comments we consider to be spam
- personal information
- any posts where an individual in the post or parent objects

What happens if a student or parent objects?

We will take down any posts or images on public facing communication channels where a student or parent objects. Please contact your school and we'll do this or email GDST Digital Communications team at communications@wes.gdst.net.