



SOCIAL MEDIA PARENT RELEASE FORM

Dear Parents,

We take great pride at our school in our efforts to share important information with our parents in a variety of ways to keep you posted about everything happening at our school. One of the key components of this is social media services like Facebook and Instagram and our website.

We hope to develop stronger partnerships with you by joining you in these popular digital spaces. We would also like to celebrate the successes of our students and school in all our communications.

There are times when we'll share photos or video clips from important school events and from day to day school activities on various social media platforms. The images could also be used for marketing purposes.

We will undertake stringent controls on what is posted on these platforms. Two people have been allocated this responsibility. Martin Pinchen – Head of Education and Fiona Mackenzie from Not Just Marketing a Social Media consultant and parent.

To protect the children's privacy, we will undertake the following:

- We will not tag photos of children
- Children's names will never be mentioned without permission from the student's parent or guardian.
- Please note that parents or friends may include tags within the comment box.
- Events such as school excursions (where students are leaving school or board premises on a school-sponsored activity) will not be posted prior to the event. However, vague posts that do not include the time and location of the excursion are permitted.
- Information and/or calendar entries about extracurricular activities will not be posted prior to the event. This includes meetings, practices, games, etc. However, vague posts that do not include the time and location of the activity are permitted.
- Information about events that are open to parents and the public can be posted prior to the event taking place.
- Student work cannot be posted on social media without the informed consent from students' parents/guardians.
- Group photos (e.g. a sports team or musical group) may be used with informed consent from everyone in the photograph.
- Consent is not required for photos and videos that are taken at public meetings and/or events.
- Students for whom consent is not provided must be excluded and/or have their faces blurred.
- Children should be fully clothed.

Ashenti Rd, Lanseria, Centurion, 1739

082 719 6841 / 082 335 8317

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Should you wish to withdraw this consent at any time, please email Martinpinchen@gmail.com or fiona@notjustmarketing.co.za and we will send an opt-out form to you.

Once the permission to publish form has been signed by parents, we will send out an opt-out form the following year, instead of re-sending the permission to publish form. The opt-out form allows parents to revoke their permission to publish, should their situation have changed. If we do not receive a response to this opt-out form, we will assume continued consent to publish for another year.

- I hereby give consent for my child to appear on the above mentioned social media platforms within in the specified guidelines.
- I do not give consent for my child to appear on the above mentioned social media platforms.

Student name (please print): _____

Parent/guardian name (please print): _____

Please tick the class you child is currently in

- Toddler
- 3-6 years
- 6-12 years

Signature: _____

Date: _____