

Communication and Photograph Procedures at Illawong Public School



1. Rationale:

The purpose of this policy is to provide clear procedures for how Illawong Public School communicates with families and the wider community, including how photographs of students and/or their work are shared.

It is necessary for the school to clearly identify the purpose of information or communication to be shared with families and then select the most appropriate format for that communication.

Similarly with photographs, the purpose of the photograph must be identified so that decisions can be made regarding who or what is in the photograph, where (and if) the photo is to be shared and where (and if) it is to be stored.

2. Implementation:

From Term 1 2025, Illawong Public School will use the following platforms to communicate with families and the wider community, for the purposes stated below:

Platform	Purpose	Example/s	Frequency
SchoolBytes	To communicate with families of current students about the following: <ul style="list-style-type: none">● school events - specific details● excursions● student learning adjustments and learning plans● student academic progress● sensitive/ controversial issues (Child Protection Education)●	<ul style="list-style-type: none">● email● push notifications● events● forms● student plans● academic reports● wellbeing - suspension and formal caution to suspend	Daily/ as required
School Newsletter	To communicate with families of current students and the wider community about the following: <ul style="list-style-type: none">● upcoming school events - general information● past school events● school programs● classroom learning (stage based)● attendance● information as required by DoE/ NESA/ ACARA	<ul style="list-style-type: none">● Principal's report● Attendance Matters● Stage-based reports (once per term)	Fortnightly
Facebook	To communicate with families and the wider community about the following: <ul style="list-style-type: none">● Student achievements● school events	<ul style="list-style-type: none">● 'Valued Student of the Week'● Carnivals● class snapshots	Weekly/ as required
School Website	To provide information to families and the wider community about the following: <ul style="list-style-type: none">● enrollment	<ul style="list-style-type: none">● community calendar● parent resources	As required

	<ul style="list-style-type: none"> ● SBSMP ● school context ● ASR and SEP ● school calendar ● policy updates. 		
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Photographs

Schools increasingly use photographs and video or audio recordings for a variety of reasons including:

- to record/ demonstrate student learning
- to demonstrate evidence of school programs and/or SEP activities
- to communicate with families and the community
- to create lasting keepsakes or mementos for students
- to promote the school and it's programs.

When taking photographs, staff must first consider the purpose of the photograph, as this will have implications for WHO and WHAT a photograph is taken of.

Purpose	WHO and WHAT	Storage of image/s
<ul style="list-style-type: none"> ● to record/ demonstrate student learning 	Photographs may be taken of students and/or their work for use as evidence of student learning.	Store on relevant platform, remove from personal devices as soon as practicable.
<ul style="list-style-type: none"> ● to demonstrate evidence of school programs and/or SEP activities 	Photographs may be taken of students and/or their work where parents have given consent (Permission to Publish). Student faces and names are to be redacted from images before storage.	Store on relevant platform in 'Evidence Bank', remove from personal devices as soon as practicable.
<ul style="list-style-type: none"> ● to communicate with families and the community (i.e. Facebook or Newsletter) 	Photographs may be taken of students and/or their work where parents have given consent (Permission to Publish). See Note below.	Images are stored on relevant platform, and removed from personal device as soon as practicable.
<ul style="list-style-type: none"> ● to create lasting keepsakes or mementos for students 	<p>For group images: Photographs may be taken of students and/or their work where parents have given consent (Permission to Publish).</p> <p>For individual images: Photographs may be taken of students and/or their work and shared directly with their parents/carers.</p>	Store on relevant platform, remove from personal devices as soon as practicable

<ul style="list-style-type: none"> to promote the school and it's programs 	Photographs may be taken of students and/or their work where parents have given consent (Permission to Publish). See Note below.	Images are stored on relevant platform, and removed from personal device as soon as practicable.
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Note: As per DoE Social Media Policy, images of students whose parents have not given consent (Permission to Publish) must not be shown in published images, including images that are unable to be identified. Where the purpose of a photograph is for publishing on Facebook or in the newsletter, students without Permission to Publish **must be asked to stand out of the photograph**.

Responsibilities and obligations

For students

- Be aware of their 'Permission to Publish status' (where age appropriate) and comply with staff directions to stand out of photographs when required.

For parents and carers

- Complete enrollment procedures accurately, including indicating their preference in terms of 'Permission to Publish'
- Communicate with their child/ren regarding their photo permission statuses (where age appropriate).

Staff

- Be aware of students' photo permission (Permission to Publish) status
- Ensure photographs are taken in accordance with Permission to Publish status
- Store photographs of students and/or their work in accordance with the table above
- Delete photographs of students and/or their work from your personal device as soon as practicable.

Complaints

If parents/ carers believe that these procedures have not been followed accurately, they may provide feedback to the school via email at illawong-p.school@det.nsw.edu.au .

Review

The principal or delegated staff will review this procedure annually.

Appendix/ Links