



Adopted: 2015-10-27	Reviewed:	Amended: 2020-03-10
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POLICY

SUBJECT: **MEDIA CONSENT**

The Board of Education in accordance with the BC [Freedom of Information and Protection of Privacy Act](#), requires that schools receive consent from parents/guardians to use and disclose photographs, videos, images and/or names of students in publications and/or websites. The typical use of student images and names are for educational purposes such as recognizing and encouraging student achievement, for the purpose of building school community and informing others about the school, its programs and activities and/or the School District.

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REGULATIONS

SUBJECT: **MEDIA CONSENT**

General

1. Schools must obtain student and parent/guardian permission to use student names and/or images in school communications such as newsletters, brochures, reports, websites, social media, or other forms of public communications. (Permission is typically obtained at registration on the School District #78 Student Registration Form).
2. Where student names, images or original work such as writing or art is to be used, student and/or parent/guardian permission is required. It is the responsibility of the principal to ensure that this authorization is managed at the school. A student pseudonym may also be utilized when posting student work or images.
3. Where individual staff members are to have their names or original work(s) posted in school communications, they also require consultation and consent.
4. Student names and/or images may be used, provided that both student and parent/ guardian consent has been received. The types of media that student names and/or images may be used in are as follows:
 1. school and School District communications, such as newsletters, yearbooks, brochures, and reports
 2. school and School District websites, social media sites/video channels such as Facebook, Twitter, and YouTube
 3. external media communication such as newspaper or television or online, including photographs, videotape and/or interviews (restricted to school-related events where media is invited **)
 4. video, audio and still photos for educational use
5. An annual “no consent” list should be maintained in the office of each school.

**School and district staff cannot control news media access, photos/videos taken by the media or by others in public locations (e.g. field trips or off school grounds) or school events open to the public, such as sports events, student performances, Board meetings, etc. These are considered public events.

[Related Policies: Policy 5070 – Social Media](#)