

Photography & Social Media Policy

Purpose

To ensure that all photography and social media activity at Forest School is conducted safely, respectfully, and in alignment with our values. We believe in capturing moments of wonder and connection — but never at the expense of a child's privacy, autonomy, or emotional safety.

Guiding Principles

- **Consent-led:** No photo is taken or shared without clear, informed permission
- **Child-centered:** Images honour the child's dignity, identity, and emotional state
- **Safeguarding-first:** All photography follows strict safety and privacy protocols
- **Soulful storytelling:** Social media reflects our ethos — gentle, inclusive, and nature-rooted
- **Transparency:** Families are informed and involved in how images are used

Photography Protocols

Consent

- Written parental/carer consent is obtained before any photography takes place
- Consent forms specify how images may be used (e.g. internal documentation, social media, promotional materials)
- Children are asked for verbal consent before being photographed — their “no” is always respected
- Consent can be withdrawn at any time

Safe Practice

- No child is photographed when distressed, dysregulated, or vulnerable
- No identifying details (e.g. name tags, school logos) are visible in public-facing images
- Group shots are preferred over close-ups unless consent is specific
- Volunteers must not take photos unless authorised and briefed

Storage

- Photos are stored securely on password-protected devices or cloud systems
- Images are deleted if consent is withdrawn or no longer relevant
- Staff follow GDPR and data protection guidelines

Social Media Guidelines

Tone & Content

- Posts reflect the ethos of Bramble Wood — gentle, inclusive, and emotionally attuned
- Language is child-friendly, poetic, and rooted in nature
- No child is ever named publicly
- No images are shared without prior consent
- Posts celebrate process, not perfection — muddy hands, quiet moments, and joyful mess are welcome

Platforms

- Only designated staff may post on official Forest School accounts
- Volunteers and visitors must not share images from sessions on personal accounts
- Comments are monitored to ensure respectful engagement
- No tagging of families or children is permitted

Emotional Safety

- Children are never portrayed in ways that could invite ridicule, judgement, or comparison
- Images are chosen to reflect diversity, inclusion, and emotional resonance
- Families are invited to share feedback or request edits/removals

Safeguarding & Accountability

- Any breach of this policy is treated seriously and may result in disciplinary action
- Staff and volunteers receive training in ethical photography and online safety
- Policy is reviewed annually with input from families and staff
- Concerns or complaints are handled with transparency and care

Related Policies

- Safeguarding & Child Protection Policy
- GDPR & Data Protection Policy
- Volunteer Code of Conduct
- Emotional Wellbeing Policy