

#### **4.67 PHOTO AND MEDIA RELEASE**

##### **A. Purpose:**

The Little Wound School recognizes the importance of sharing student achievements, classroom activities, and school events with the community through photos, videos, and other media. This policy establishes guidelines to protect student privacy while allowing appropriate and positive public communications.

##### **B. Scope**

This policy applies to all departments, employees, consultants, contractors, and volunteers within the Little Wound School System who take or use photos, video, or audio recordings of students, staff, or school activities for any purpose.

##### **C. Consent Requirements**

###### **1. Parental/Guardian Consent:**

Each school year, parents or guardians of students under 18 must complete a Photo and Media Release Form granting or denying permission for their child's image, name, or schoolwork to be used by the school in any publications, news releases, social media posts, to name a few.

###### **2. Student Consent:**

Students 18 years or older must provide their own consent.

###### **3. Withdrawal of Consent:**

Consent may be revoked at any time by submitting a written request to the school principal or Superintendent. The revocation will apply to all future images, videos, or other media taken of the student(s). The district will not use new images but cannot retract those already published.

##### **D. Acceptable Use of Photos and Media**

With consent, the school may use student media with names, or individual student work in:

1. School website and social media pages
2. School newsletters, yearbooks, and publications
3. Local news outlets (print, radio, television, or online)
4. Promotional materials or educational presentations

All use must portray students positively and appropriately. Photos or recordings may not be used for commercial purposes or shared outside educational contexts without additional written consent.

##### **E. Restrictions and Privacy Protections**

1. No photo or video shall be taken or shared in situations where students have a reasonable expectation of privacy (e.g., restrooms, locker rooms, counseling offices).
2. Staff members must confirm release status before publishing any student image.
3. Students whose families decline permission will be excluded from identifiable media shared publicly.
4. Group photos where students are not individually identified may be used at the discretion of the school unless specifically prohibited by parents/guardians.

#### **F. Responsibilities**

1. Principals are responsible for maintaining up-to-date release records and communicating restrictions to staff.
2. Teachers and Staff must verify release permissions before taking or posting student media .

#### **G. Enforcement**

Violations of this policy may result in disciplinary action consistent with school policies and procedures. The school reserves the right to remove any media content that violates this policy or applicable privacy laws.