



Seaford Head School 'Safeguarding-first approach' to learner imagery

Dear Parents/Carers

This is a communication to Seaford Head School parents/carers to share an update to how we share learner images across our media platforms.

At **Seaford Head School**, safeguarding and the wellbeing of our young people are always our priority.

You may notice a small change in how we use images of learners across our website and social media.

What's changing?

Recent national conversations have highlighted how images shared online can sometimes be misused or taken out of their original context.

Following research and in response, we are taking a more careful and considered approach to how we use imagery of our young people in public-facing communications.

What this means

We will continue to:

- ✓ Celebrate achievements
- ✓ Share school life
- ✓ Keep families informed and connected

However, you may see:

- **Fewer close-up, face-forward images of individual learners.** You can continue to share your child's images and achievements, and we will take the appropriate action to comply with our new approach.
- **More photos showing learning, activities, and school environments in action.**
- **More graphics and general celebration focused posts.**
- **Only include the first name of students on our social media posts and in our newsletters.**

What isn't changing

This does **not** mean:

- We are stopping photos
- We are reducing communication
- We are no longer celebrating our young people.

It simply means we are doing so in a **more safeguarding-focused way**.

What about permissions?

- Existing photo permissions still apply; we will continue to check and adhere to these preferences.
- You do not need to take action. Continue to share/send images in the usual way – we will do the rest!
- You can update your child's permissions at any time through the school office :
Reception@seafordhead.org

Our aim

Our aim is to:

- Continue sharing the warmth and achievements of our schools
- While adapting responsibly to the changing online world
- And keeping learner safety at the heart of everything we do.