

# **Digital Media Policy**



**Tohoku International School**

# Philosophy

Digital media is a vital tool for capturing, celebrating, and sharing student learning, progress, and achievements. It fosters collaboration and engagement within the school community while also extending our reach to a broader audience. Used thoughtfully and responsibly, digital media enhances communication, strengthens our educational mission, and serves as an effective platform for promoting and showcasing the school's values, culture, and accomplishments. Equally important is educating our school community on responsible digital media practices, including digital citizenship, privacy, and ethical use. We are also committed to being environmentally conscious by using digital platforms efficiently to reduce waste and minimise our ecological footprint.

- Photographs and videos may be taken by TIS staff for use in TIS publications, websites, Toddle, and official social media platforms. These materials help inform the community about our learning practices and serve to share and celebrate educational experiences. The visual nature of this media enhances storytelling, strengthens community engagement, and reflects TIS's school culture of encouraging confident and effective communicators.
- TIS policy prohibits the association of student surnames with images (and the use of first names is only rare or incidental). Exceptions to this will always require written parental consent.
- All TIS social media content is reviewed and approved by a designated staff member before being shared. Limiting management access to a single appointed individual ensures consistency, protects privacy, and maintains accountability in line with the school's strict digital media guidelines. All media is stored in the school's drive and is shared with the senior leadership team.

## Toddle

Toddle is TIS's official communication platform for connecting the school with families. It supports meaningful discussions about classroom learning, fostering engagement between parents and their children.

- It is a secure, password-protected site
- Access is only able to be granted by the classroom teacher
- It is made accessible to the students and their legal guardian(s)
- It is moderated by the classroom and specialist teachers to include instances of success
- Toddle has limited administrators in order to support the privacy of families and the safeguarding needs of the school

For any class, images and videos are taken and uploaded by the classroom & specialist teachers. No other individual has access to this option. Once images have been uploaded, photos will be deleted from the teacher's electronic device.

**School photography and videography:** are conducted by a designated Media Team. This team consists of the Media Coordinator and student-members of the Media Team. School appointed devices are used for these purposes. Other staff utilise school-issued devices where possible but, in the case of a personal mobile device being employed, once passed to the Media Coordinator for uploading to an official TIS channel or server/location, images will be immediately deleted from the personal mobile device. When photographing / filming, student Media Team members always display ID Badge credentials. Whilst engaged in Media work, members of the student Media-Team are at all times required to display credentials and identification.

**External Media:** In the event of visits from external media organisations who may wish to interview students/shoot footage for broadcast/publication, stories featuring students will not be permitted to air / be published /without the express permission of the legal guardian/s. In the event of an external media organisation requesting footage from TIS for broadcast or publication, the express written permission of legal guardians will be sought. TIS cannot be held responsible for third party re-posting of material originally uploaded to official TIS channels. TIS cannot be held responsible for third party re-posting of any external media organisation's broadcasts.

## TIS Opt-Out Policy

When joining TIS, parents are requested to respond to Parents who do not wish their child's image to be used in official print or audio/visual publications, TIS websites and/or online presence may make a written request to the Head of School. As far as is reasonable, that request will be honored. **Disclaimer:** Parents must understand that their child may still be visible in situations in which students are part of a larger group or in the background of an image which is not focused on that particular child. Examples may include (but are not limited to) whole class/team photographs, general footage of a classroom or classroom event; appearing in the background whilst spectating an event; appearing in the background of an outside excursion or event; appearing incidentally whilst focus is on another student/group.

**With regards to the TIS social media presence,** parents are asked to understand that:

- Social media is an organic platform with multiple staff, student and parent users and it is impossible for the school to exercise complete control;
- Social media is embedded in the fabric of modern culture and communication, and TIS acknowledges this reality. TIS does - however - take child-safety extremely seriously, and we continue to be aware of online issues; we remain vigilant, aggressive, and proactive in combating such issues.
- Digital media is an important tool to document and develop learning. It is therefore not possible to opt out in the case of class/team activities/group projects/group work which is being shared/celebrated when that opt out would be detrimental to the efforts of other students.
- A parent or student who objects to a particular posting on a TIS-managed platform may request its amendment/removal, and this request will be honored as efficiently as possible. Similarly, TIS works to correct erroneous postings as quickly as possible. TIS, however, cannot guarantee a complete deletion of a digital trace, and cannot be responsible for third party re-posting of material or for material posted by third party accounts.

In relation to visitors or guests - unless explicit instruction to the contrary is received in writing - these same policy guidelines will apply to the aforementioned guests. This includes (but is not limited to) parents, visiting teams, visiting students, conference participants, guest lecturers, prospective students, etc.

### **Note for Parents:**

TIS Parents and other community members are encouraged to share official TIS school stories through their own social media networks. When posting on social media, parents are asked to respect child protective practices by posting sensibly and with sensitivity, and in a way that preserves anonymity. If necessary, TIS

may ask community members to delete and/or retract inappropriate postings, and expect that request to be adhered to as quickly and as reasonably as possible.

**Note for Students:**

Taking pictures or videos of other students outside of permitted occasions and/or without teacher permission is strictly prohibited. If necessary, TIS may ask students to delete and/or retract inappropriate postings and expect that request to be adhered to as quickly and as reasonably as possible.

- **Issues of Child Safety will always override and overrule any guidelines in this TIS Digital Media policy document.**
- This TIS Digital Media policy will in no way contravene the agreements as stated in the [Responsible Use of Technology Statement](#).
- **TIS Website:** <https://www.tisweb.net/>
- **TIS Facebook:** <https://www.facebook.com/TohokuIS/>
- **TIS Instagram:** [https://www.instagram.com/tohoku\\_international\\_school/](https://www.instagram.com/tohoku_international_school/)

**Policy Review:**

This document was created in September 2021 by CNW (Media Coordinator)

Reviewed VP and DSL in February 2025

Reviewed and updated by Principal April in 2025.