

Think Before You Post

Share proudly, but share carefully.

Photos and videos of your child can be wonderful memories, but they can also be hard to control once they're online. Here are some simple tips to help you keep your child safe.



1

Check who else is in the picture.

Avoid posting images that clearly show other children unless their parent/carer is happy for the image to be shared online. The safest approach at school events is to photograph your own child rather than the whole group.



2

Think about what the image reveals.

School uniforms, badges, signs, house numbers, street names, location tags and captions can reveal where your child goes to school, lives or spends time. Consider turning off location tagging and avoid captions with unnecessary information.



3

Check your privacy settings.

A private account is safer than a public one, but it is not completely private: followers can screenshot, save or reshare your content. Regularly review who can see your posts, who can follow you and whether others can tag you or your child.



4

Consider whether your child would want it shared.

Even young children deserve respect for their dignity and emerging privacy. Avoid embarrassing, upsetting or intimate photographs. Images shared today can form part of your child's lasting digital footprint.



5

Never post intimate images.

This includes photographs of children in the bath, changing, swimming or otherwise inadequately clothed. Once an image is online, it can be copied and redistributed beyond your control. Be aware of the increasing risks of AI manipulation of children's images.



6

Be particularly careful with live video.

Live-streaming can reveal a child's location, surroundings, school uniform, other children and routines in real time. Pre-recorded content gives you the chance to check what is visible before sharing.



7

Follow the school's photography rules.

Schools may restrict photography or filming at assemblies, performances, sports days and other events for safeguarding and privacy reasons. Data protection law does not prevent parents from taking photographs for purely personal use, but schools can have their own safeguarding rules.



8

Remember that "private" groups aren't necessarily private.

WhatsApp groups, Facebook groups and similar spaces can feel secure, but members can still save or forward photographs. Treat anything you post as potentially capable of reaching a wider audience.



9

Ask before sharing someone else's child.

A good rule is: "If it's not my child, I ask first." This is particularly important for group photographs and videos.



10

If another parent asks you to remove a photograph, take it seriously.

There may be safeguarding or family circumstances you are unaware of. The Department for Education specifically notes that parents can ask for images of their children to be removed where privacy or safeguarding concerns arise.



The golden rule...

Before posting, ask:

"Would I be comfortable if this photograph were copied, shared or seen by someone I don't know?"

If the answer is no, don't post it.

The school's use of photographs and a parent's personal social-media use are different things.

Schools have specific data-protection and safeguarding responsibilities when they publish children's images, including having appropriate policies, lawful bases and procedures for restrictions or withdrawal. A parent's personal social-media use is a separate matter and is not controlled by the school.



♥ Together we can keep our children safe — online and offline. ♥