



PHOTOGRAPHIC & MEDIA POLICY

This policy aims to establish the safe use of Media, including Photography, Livestreaming, Websites and Social Media, across services, events and activities authorised by The Parish of Stratford-upon-Avon Parochial Church Council.

DEFINITIONS IN THIS POLICY

Appointee - delegated person authorised by the PCC

Child/Children – **includes** young person or persons under the age of 18 years old

Image/images - a photograph, video recording or digital image available for use in a printed publication, publicity material, website, live-stream broadcast, YouTube recording, social media account or any other form of publication

Official – authorised to be taken for use on behalf of the PCC

PCC - The Parish of Stratford-upon-Avon Parochial Church Council

Publication/publicised - available to the public through printing or on-line

INTRODUCTION

The PCC recognises the benefits of publicising its activities through printed publications, live-streaming, social media, websites and on-line communication groups. It is also aware that there are risks involved in undertaking such publicity due to the possibility of unauthorised use of images or inappropriate language and the ability to view such content on the internet throughout the world. Therefore, the purpose of this policy is to outline how we will endeavour to minimise the risks associated with taking and publishing images and using Social Media. Specifically, this policy aims:

- to set out the overarching principles that guide the PCC's approach to taking and using official images of people from its services, events and activities, particularly where they involve children and vulnerable adults.
- to clarify how official images may be used and stored
- to ensure that we operate in line with our Christian values and within the law when creating, using and sharing official images
- to protect the welfare of people appearing in official images, with particular concern for children and vulnerable adults.
- to ensure any PCC publications or on-line presence conforms to the Church of England Safeguarding Guidelines

GENERAL PRINCIPLES

- Wherever possible, photographs or images taken at a PCC event should be taken by a PCC Authorised Photographer. Otherwise:
 - official photographs and recordings taken at a service will be undertaken by a person who has been authorised by either the vicar or the president of the service or the duty churchwarden
 - official photographs and recordings taken at a PCC activity (e.g. a Team social event) will be undertaken by a person who has been authorised by either the vicar or a churchwarden or the Team Leader.
- Official images will be held in secure files accessible only by the authorised photographer or PCC appointees. Images may be kept permanently by the PCC for future use as an archive of church life.



- Official images are for use by the PCC in its own publication materials only and must not be otherwise published or shared (other than with the subjects of the images) without specific written permission from the vicar or a churchwarden. For clarity, this prohibition includes use by the authorised photographers through their personal accounts.
- All children and vulnerable adults who are participants in a PCC Team, **must** have a signed Photographic Consent Form in place before images of them are published. (see Appendix 1)
- Where official images are being taken for a PCC Team or activity, the Team Leader must identify to the authorised photographer any child or vulnerable person for whom photographic consent has **not** been obtained. In such cases, any official publication images will either not feature that child or vulnerable person or their face will be obscured.

PHOTOGRAPHY AND VIDEO RECORDING

Taking Images at Church Services

- In general, photographs or recordings by members of the congregation within a service should not be permitted. If images from a particular service are desired, these may only be taken by a person authorised as described above under 'General Principles'. Any further photography is at the discretion of the duty churchwarden.
- Where a service includes a special event such that parents or family members may wish to take photographs, an announcement should be given to advise the following:
 - Photographs or recordings must be for personal use only
 - Photographs or recordings must not be shared on-line.
- Any key participant who does not give photographic consent, or has a specific requirement concerning publication of images, should advise the vicar or the president of the service or the duty churchwarden in advance of the service, so that appropriate action to support their requirements can be determined

Taking Images at Other PCC Activities

- In addition to any official photography, Teams will often want to take their own images of special events. If these are offered for a PCC publication, permission should be sought from any people who can be identified
- Any key participant who does not give photographic consent, or has a specific requirement concerning publication of images, should advise the vicar in advance of the service so that appropriate action to support their requirements can be determined

Publishing, editing and storing Images

- Images may be published in printed form e.g. Trinity Times or on the internet e.g. the Parish websites
- When an image is published on behalf of the PCC, every reasonable effort will be made to obtain consent from anyone identifiable in the image (see Appendix 1)
- No image that is considered inappropriate or likely to cause embarrassment will be published
- If anyone objects to their image being published, every reasonable attempt will be made to remove it or obscure their identity within the applicable image, before submission for publication



- Where people regularly feature in published images, a signed photographic consent form should be requested. This includes key participants in church services
- Official images and images offered for publication may be edited or modified before publication at the PCC's discretion.
- Children should not be identified by name and no personal, private or sensitive information about them must be published. In special circumstances, e.g. to highlight a particular achievement, their forename may be included if permitted by their consent form.

LIVESTREAMING

- The PCC has the ability to livestream services and events held in Holy Trinity Church
- Whenever a service or other church event is livestreamed, a notice will be placed at each public entrance to the building notifying attendees that the service or event is being livestreamed and identifying the North Aisle as an area which will not be captured on the recording
- It will be assumed that attendees situated elsewhere are prepared to appear on camera. The clergy, choir and serving team should each have completed a photographic consent form to confirm their consent.
- Wherever possible, other key participants should complete a photographic consent form
- Close-up images of non-participating attendees will be avoided wherever possible
- If during any livestreamed service or event there is an incident which causes a distraction, such as a medical emergency or some form of disruption or protest, the livestream must be stopped for the duration of the incident and a suitable holding notice broadcast on-line. This is a precaution to ensure nothing is broadcast that could be detrimental to a person or the service or event, or that could be contrary to the values of the PCC. Recording may continue, but it must not be uploaded to the internet until it has been appropriately edited for content and the final recording approved in writing by the Vicar or Churchwardens.

SOCIAL MEDIA, WEBSITES AND OTHER ON-LINE COMMUNICATIONS

- The Stratford-upon-Avon Parish website will be overseen by the Parish manager for Marketing with additional account holders being the vicar and any named individuals approved by the PCC.
- All Social Media and website accounts associated with PCC Teams and activities must be explicitly approved by the PCC
- Where a PCC Team or activity has their own website, the Team Leader will be the account holder responsible for the content and the Parish Manager for Marketing must be an additional account holder to ensure the PCC has necessary access.
- A PCC member will be nominated as the link person to support monitoring of the content of Social Media accounts approved by the PCC
- Where a PCC Team has their own Social Media account (e.g. Facebook), the Team Leader will be responsible for content and, in addition, the PCC link member and the Parish Manager for Marketing must both be account holders. This is to ensure the PCC can



respond promptly to inappropriate posts or a public relations concern. Any on-line images of children should follow the protocols identified for publishing images under 'Photography and Video Recording'

- The PCC cannot dictate or control the formation of on-line communication groups (e.g. WhatsApp) amongst consenting people, even if they involve members of a PCC Team. These are private communication groups and not accessible by the public. However, wherever members of a PCC Team form an on-line communication group specifically to facilitate the administration of that Team, the Team Leader must be a member of the group and ensure that no child is included in it. This is to prevent a child's personal contact details being shared and available for private messaging. Members of such groups should be removed if they are no longer associated with that PCC Team.
- Team communications sent on-line concerning one or more child members of a PCC Team should be sent only by email and only to the parent/guardian of the child members, unless the child is 16 or 17 years old, in which case the child can receive an additional copy to their own email in order to encourage independence
- All account holders must be aware of the latest Church of England guidelines published on the 'Use of Social Media' in the Parish Safeguarding Handbook (See Appendix 2)

APPENDICES (Available by contacting the Parish Office)

Appendix 1: Photographic Consent Form (available from Parish Office)

Appendix 2: Extract from 'Use of Social Media' - Section 12 of the Church of England Parish Safeguarding Handbook

Stratford-upon-Avon PCC
MARCH 2026