

Photography, Video, and Social Media Guidelines

Taipei American School (Last Updated May 2022)

At Taipei American School, student safety is our top priority.

The TAS Photography, Video, and Social Media Guidelines set forth the overarching framework for safe use of student images. These guidelines apply to the School and individual members of our community – parents, faculty and staff, and guests who have an opportunity to attend school-sponsored activities and events and take photographs and record videos of our students. The School may modify these guidelines from time to time, and the date of the most recent update can be found in the header of this document.

Individuals working with social media pages that are affiliated with the School, for example, for student or parent organizations, are asked to also follow the [TAS Social Media Guidelines for School “Affiliated” Groups](#).

Images Taken by School Staff for School Purpose/ Legitimate Interest

As a school, we use student images and videos for a variety of purposes, including but not limited to school records; student IDs; published stories on the school website, magazine, and official social media accounts to depict school life; sharing information with parents in a class; internal planning, presentations and displays; evidence of learning; marketing materials for prospective families and teachers; campus displays; yearbooks and slideshows for end-of-year celebrations; and more.

Images taken of students by authorized personnel will be securely stored in accordance with the [Personal Data Protection Act of Taiwan](#), using official TAS platforms such as SeeSaw, Canvas, school-sponsored email/OneDrive/Google Drive, or the School's server/hard drive. Use of school equipment is strongly encouraged; however, should staff-owned devices be used, images must be provided to the School and removed from the personal devices at the earliest opportunity. Student images may only be shared when there is a clear school purpose/legitimate interest, such as sharing moments of learning with class parents, to publicize student achievement, to assist in the admissions process, or to market the school. This must be done through a secure, school-sponsored email or platform, and not an open link. While group images such as photos with a school team are permissible, school employees including faculty and staff

may not post or distribute individual images of students on **personal** social media pages or any other unaffiliated websites, or through text messages or social apps.

If employees have questions about whether or not they are allowed to post a student image on a specific platform, please be sure to reach out to the communications office.

The school makes an effort to protect the personal information and privacy of our students, following digital safeguarding practices including (but not limited to) limiting the use of names or other personal identifying information with photos, focusing on group activities, paying attention to context and photo framing, using authenticated forms of photo storage through official TAS storage platforms, choosing images that do not contribute or expose their subjects to embarrassment or other mental anguish, and more. Parents and students may request that a photo be removed from the School's website or posts on social media.

School vendors and consultants, including external photographers hired by the School to cover school events, must agree to this set of guidelines as part of the contracting process.

Images Taken by Non-School Employees (Parents, Guests, Students)

Parents, guests, and students should rely on school employees for classroom photos, except when their assistance is explicitly requested by the School. For example, when a room parent is asked to help take videos or photos during a class activity or celebration, or when a student in a journalism or yearbook class takes videos or photos for the yearbook or other school publications.

In general, visitors are discouraged from using their camera or camera phones while on campus. However, at school-sponsored events such as school performances, sporting events, student assemblies, graduation, PTA events, and other school-sponsored activities, parents and students, and invited guests are permitted to photograph, film, or record activities, if the purpose is for personal use only.

Although the School has no control of individually obtained images at school events and on certain occasions, it may be unavoidable to include other children in photos and videos, especially in the background, parents are encouraged to make the focus of the photos or video recordings their own children.

To protect student privacy and yourself, the School strongly suggests that good judgment be applied and images that include children other than your own not be

published in any form – such as film, video, print, websites, and social media, without explicit consent from the parents of the other students in your photos or videos. While the School has permission to use student images, as part of the enrollment agreement, individual parents do not. Even when parental consent has been obtained, it is highly recommended that names or other personal identifying information not be used with any student images.

Concerns

In the event that a parent or student wishes to have an image removed from the official school website or social media platforms, they may contact the communications office at communication@tas.edu.tw.

If a parent or student has a concern regarding photography at school events, they should report such concerns to their divisional principal, associate principals, or faculty present at the event.