



MEDIA CONSENT POLICY

REVIEWED: November 2024

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MEDIA CONSENT POLICY STATEMENT

We have a responsibility to ensure that the children and young people who attend our sessions are protected and well informed about any work we do which involves their image or identity.

As a charity, promoting what we do is important, however there has to be a balance between how we work with children and young people and the promotion of our services.

The following procedure must be implemented by all staff and volunteers in regards to this type of work with service users and covers all media including, but not limited to:

- Newspapers
- Television
- Radio
- Websites
- DVD production
- Social Media

Responsibilities of Staff and Volunteers:

- Always ensure you have permission, in writing, in exceptional circumstances (i.e. outside your normal sessions) from your Line Manager or Chief Executive to engage in any media work
- Parental/carers consent, in writing, must be sought for all children and young people under the age of 18 before staff/volunteers take any photographs/video or audio recordings of young people or any case study with identifiable information is produced
- When there is an opportunity for media exposure, this must be discussed in advance with both young people and their parents/carers and written consent sought. This standard paragraph will be used when gaining written consent from young people and parents/carers: *"We may take photos and use recording devices – e.g. video cameras, for the use of display, publicity and project evaluation. These may be passed on to partner organisations during joint events etc. I agree for my child to be in photos and recorded material to be used with displays, publicity and evaluation reasons. I also agree for photos and recording material to be shared for publicity and promotional use."*

Note: It is good practice, whenever possible, to seek consent from parents of 16 and 17 year olds, however this is not always possible e.g. the young person is living independently. If the young person is considered capable of taking responsibility for themselves, they can sign on their own behalf. Staff/volunteers should ensure that young people understand what they are consenting to.