

Photography, Video and Social Media Guidance for Ri Masterclasses

The Ri welcomes Masterclass groups taking pictures and short video clips to share and promote their Masterclass activities. However, safeguarding is of the utmost priority which is why we require you to obtain consent from parents/carers (or students themselves, if they are aged 16+).

Anyone acting on behalf of the Royal Institution Masterclasses in a role that may involve photography, filming or interview of young people is expected to follow the guidance below and if unsure contact an Ri staff member, the Designated Safeguarding Officer (DSO) or a deputy DSO – see the Ri's Safeguarding Policy for Children for more details.

1. Consent agreements for photography/video

Masterclass students:

Signed permission must be obtained from parents/carers (or students, if aged 16+) before taking any photographs or video of any students. All Masterclass groups are required to use the Ri Masterclass consent statement for photography/filming as part of their standard parent/carer consent statements.

Details of who has consented to being photographed or videoed should be included with the student details and held by the Masterclass supervisor(s).

Attending adults:

Attending adults should also be made aware that they might appear in pictures or videos. Consent can be acquired by ensuring all attending adults register on the adult sign-in form at the start of the class, which has the following statement listed:

“The Masterclass organisers and the Royal Institution (Ri) may take and use images and videos of the Masterclasses which may include you for outreach, fundraising, reporting and media purposes, including on social media. You will not be named by the Ri without your consent.”

2. Images and videos taken in Ri Masterclasses where consent has been granted for all students

Where consent has been obtained for all children in an Ri Masterclass, you are free to take photographs within these sessions.

3. Images and videos taken in Ri Masterclasses where consent has not been obtained for all students

If a group has even one child for whom consent has NOT been provided, then there is a risk that they may appear in the background of any photographs or videos taken during an Ri Masterclass.

Because of this, you must not take pictures/videos of students' faces at all. If you want to photograph activities in the session, you must take ones that do not include identifying features. Hands doing activities, back of heads are ok. However, face shots and sides of heads are not.

In addition, please ensure that audio on any video recorded during the class does NOT feature the voices of any children attending.

4. Identifiable information

Never take photographs or films of students which include name badges.

The kind of information that would aid a full identification includes the following list. Only one should ever be available to the public with a photograph:

- First name
- Surname
- School or school badge
- Town or village of residence
- Age
- Time and place of photo if likely to be repeated at a later identifiable time
- Association with other identifiable (e.g. famous) people
- Identifying personal details e.g. unusual health issues

Only images that show the young person in normal clothing (not school uniform) and normal situations should be released; images of any Ri attendees in embarrassing or compromising poses should be avoided.

4.1. Press and print media

If your Masterclass group is creating a press release or any other marketing material that may or may not include student images for publication, ensure you follow the guidelines listed in section 2 above to avoid potential identification of children.

In addition, specific written consent should be obtained from parents/carers prior to any of the following being released for publication or released to the press, a journalist or any other professional:

- Student names (even first names only)
- Photograph of a child along with the name of the school they attend (this potentially could allow the identification of the child)
- Any kind of immediately identifying information such as telephone number or email address

4.2.Social media

The Ri welcomes the use of social media to celebrate and promote Masterclass activities. Masterclass organisers should refer to Handbook 5 (Ri Masterclass Marketing Requirements) for more information on their responsibilities regarding marketing and the Ri Masterclass brand, including use of our Masterclass logo for their Masterclass activities.

- General Masterclass social media requirements
- Wherever possible, the Ri Masterclass hashtag should be used or the Ri should be tagged in any Masterclass posts:

Ri handle: @Ri_Science

Masterclasses hashtag: #RiMasterclasses

- The @Ri_Science twitter account endeavours to retweet a small selection of Masterclass tweets that it is tagged in every month. Feel free to send us your Twitter handle and we'll arrange for the @Ri_science account to follow you.
- Please make every effort to credit/tag adult individuals and organisations featured in the content providing you have their consent e.g. the Masterclass speaker or host/organising institution. Please check with the speaker before sharing any of their materials or Masterclass content publicly.
- Where an individual or organisation uses social media to promote Masterclass activities, it should be made clear that any views expressed do not necessarily represent the views of the Royal Institution or any Royal Institution staff members. Many individuals who use social media to promote similar activities include a statement in their personal description to highlight that all views are their own
- Use of Facebook and Twitter is fine through personal or institution accounts, but standalone 'Ri Masterclasses' pages or profiles should not be created, as this can cause confusion with other Masterclass sessions and the main Ri brand

4.3. Social media safeguarding requirements

- Masterclass volunteers should not send private messages or instigate/accept friend requests from students on social media
- Students should never be tagged in social media posts
- Children under the age of 13 should never be encouraged to use social media

- This is because all major social media websites do not allow users under the age of 13.

4.4. Use of images of children in social media

You must follow the guidance given in section 1 and ensure written consent has been obtained for any photograph or video of children during the sessions which may be shared on social media, and also for any identifying information to be published on social media platforms.

5. Filming and video, including for use in social media

Short videos are encouraged for use on social media. As for photography, you must not film students for whom consent has NOT been obtained, and you must never film students who are wearing a name badge, so ask them to remove it during filming.. Please bear in mind that that voices may be identifiable, so no students without photo/video permission should speak on camera.

If you wish to create a longer video, please contact the Ri to discuss with us in advance.