

## New Media Parent Release

Dear Parents,

One of the things that we take great pride in at our school is our efforts to share important information with our stakeholders in a variety of ways. Not only will we use traditional tools—newsletters, phone calls, local papers, and websites—to keep you posted about everything happening here in our building, we'll also use social media services like Twitter and Facebook. We hope to develop stronger partnerships with the community we serve by joining you in these popular digital spaces.

We also like to celebrate the successes of our students in all of our communications. There are times when we'll share photos or video clips from important school events like dances, performances, athletic events, or interesting classroom activities. We also like to praise students who are doing remarkable things in and beyond our classrooms. We believe that we build stronger communities when we take the time to spotlight the positive work our children do.

**Understandably, however, we want to respect your right to privacy.** As a result, we'd like to know which of the following practices you give us permission to use in our school-based communication efforts:

*(Please check all that apply.)*

- I give permission for my child's first and last name** to be used in any school-based communications—like newsletters, websites, articles for local papers, television programs, and posts to school-monitored social media spaces—that school or district employees generate.
- I give permission for my child's likeness** to be used in any photos or video clips the school or district employees generate for school-based communications—like newsletters, websites, articles for local papers, television programs, and posts to school-monitored social media spaces.
- I give permission for my child's likeness to be used in any school-based communications only when he or she is a part of a larger group of students**—such as athletes on the sidelines of a game, actors in a school performance, or students working together on a project in class.
- I do not give permission** for my child's name or likeness to be used in any school-based communications.

**Student name (please print):** \_\_\_\_\_

**Homeroom:** \_\_\_\_\_

**Parent/guardian name (please print):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_