Achieving, Caring, Enjoying

12th October 2026

Dear Parents and Carers,

New Social Media Policy and the Safeguarding of Pupil Images

We are writing to inform you of an important change to our school's social media policy, following updated safeguarding guidance and recommendations issued in September 2026.

At Lowther School, the safety and wellbeing of our pupils is our highest priority. As technology continues to develop, particularly the use of artificial intelligence (AI), we must take proactive steps to protect children from the potential misuse of their images online.

Following careful consideration, the Governing Body has decided that the school will no longer publish photographs showing the full, front-facing images of pupils on our social media channels or other public-facing platforms.

Instead, photographs will be taken from behind or from the side, wherever possible, so that pupils cannot be readily identified. This will allow us to continue celebrating the wonderful experiences, achievements and activities of our pupils while taking a more cautious approach to protecting their identities online.

Changes to photographs on our school website

As part of this approach, all existing pupil images on the school website will be removed in January 2027, to coincide with the launch of our new school logo. This will provide an opportunity to refresh our website and ensure that our approach to sharing school news and celebrating pupil achievements reflects our strengthened safeguarding measures.

We recognise how much parents and carers value seeing the activities and successes of their children celebrated by the school. We will continue to share news and highlights of school life, but in ways that place the privacy and safety of our pupils first.

Our updated social media policy

A copy of the school's social media policy is available on our website:
https://www.lowther.cumbria.sch.uk/policies

We encourage all parents and carers to read the policy and familiarise themselves with our approach to the safe use of social media and the sharing of images.

Thank you for your continued support and understanding as we take these important steps to safeguard our pupils. Working together, we can help ensure that Lowther School remains a safe, caring and supportive environment for every child, both in school and online.

Yours sincerely,

Michelle Clark
Headteacher

Alice Vince
Chair of Governors

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