

## **Public Facing Roles and Image Use: What Parents Need to Know**

At GSSM, we take great care when using student images for marketing and promotional purposes, both online and offline, through channels such as [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), and [X](#). For students serving as Ambassadors or in other student leadership roles, their role is inherently public facing, as they represent the school through tours, social media takeovers, and often lead activities that showcase life at GSSM. These images help potential students, families, and the broader community get a sense of the unique experiences available here. We understand and deeply respect parental concerns about the potential risks of having their child's image online, especially given the presence of bad actors. To ensure student safety, we take precautions to protect their digital presence, and at the start of each school year, we meet with Ambassadors and other students in leadership positions to outline expectations and best practices for social media use. Due to the public nature of these roles, we cannot guarantee that a student's image will not be shared, which is why, unfortunately, students without photo permissions cannot be considered for these positions. We will always respect a parent's request to not use their child's image, but it does limit the student's ability to fulfill the duties of these leadership roles.

## **How GSSM Uses Student Images for Marketing and Promotions**

At GSSM, student images are used in a variety of ways for marketing and promotional purposes, including:

1. **Social Media Platforms:** Photos are shared on GSSM's official accounts on Facebook, Instagram, YouTube, LinkedIn, and X to highlight student life, events, academic achievements, and campus activities.
2. **Website Content:** Images are featured on GSSM's website to provide visual context for the school's programs, student experiences, and facilities.
3. **Printed Materials:** Photos of students are used in brochures, flyers, postcards, and other printed collateral sent to prospective students and families.
4. **Newsletters:** Both digital and printed newsletters include student images to showcase important events, student achievements, and campus updates.
5. **Event Promotions:** Student photos are used in promotional materials for school events, including open houses, community outreach programs, and special occasions.

6. Advertisements: Images may appear in online ads, banners, and other forms of digital advertising, as well as in local newspapers or magazines.

7. Presentations and Videos: Students may appear in promotional videos, either on the website or shown at events, and in presentations for external or internal stakeholders.

These images play a key role in promoting the vibrant, inclusive, and innovative environment at GSSM.

## **A Breakdown of Student Image Use in GSSM Marketing and Promotional Materials**

### ***Online Uses***

#### **1. Social Media Platforms (Facebook, Instagram, YouTube, LinkedIn, X)**

- Instagram Takeovers: Ambassadors and other students in leadership positions post behind-the-scenes content of student life, events, and campus activities.
- Facebook and Instagram Posts: Highlighting student achievements, academic milestones, events, and everyday campus life.
- YouTube Videos: Featuring students in promotional videos, livestreams, event coverage, or interviews that highlight various aspects of GSSM.
- LinkedIn: Showcasing academic programs, achievements, campus life, and events.
- X: Sharing quick updates or highlights that often include photos of students participating in events or campus life.

#### **2. GSSM Website**

- Homepage and News Sections: Featuring images of students participating in academic programs, extracurricular activities, and special events.
- Program Specific Pages: Showcasing students involved in STEM programs, summer camps, or other special projects.

#### **3. Email Newsletters and Campaigns**

- Sent to parents, alumni, and the wider GSSM community, often containing images of students at school functions or involved in various programs.

#### **4. Digital Advertisements**

- Student images may be used in targeted online ads to attract prospective students and families.

## **Offline Uses**

### 1. Print Brochures, Flyers, and Posters

- Featuring students to highlight the school's programs, achievements, and community life.

### 2. Billboards and Print Ads

- Student photos may appear in larger promotional campaigns in local or regional media outlets.

### 3. Annual Reports and Marketing Collateral

- These printed materials, shared with stakeholders, donors, and the community, often include student images to showcase GSSM's accomplishments.

## **Student Ambassador / Student Leader Image Requirements**

By using student images across these platforms, GSSM aims to create a vibrant and engaging presence that reflects the student experience and school values. However, for students in public facing roles like Ambassadors and other leadership positions, this level of exposure is essential to fulfilling their responsibilities effectively.

*Why students without photo permissions cannot be considered for these positions:*

1. **Public-Facing Role:** Ambassadors are expected to represent the school in a public capacity, which often involves appearing in photographs and videos shared across various platforms. If a student cannot be photographed, it limits their effectiveness in fulfilling this role.

2. **Image Consistency:** Maintaining a consistent visual representation of ambassadors is essential for marketing and promotional efforts. Students on the 'no pic' list cannot contribute to this visual narrative, creating challenges in showcasing the ambassador program.

3. **Limitations on Engagement:** Ambassadors often participate in activities like social media takeovers, tours, and public events where they are featured prominently. A student on the 'no pic' list would not be able to engage fully in these activities, diminishing the overall experience for both the ambassador and the audience.

4. Team Dynamics: An ambassador's role often involves collaboration with other students. If one member cannot participate in photography, it may create awkward situations or imbalance within the team, as their peers may be featured while they cannot be.

5. Expectations and Responsibilities: Ambassadors are expected to engage with prospective students and families, often requiring a level of visibility that cannot be guaranteed for those on the 'no pic' list. This could lead to misunderstandings about their role and responsibilities.

6. Communication Challenges: If an ambassador is on the 'no pic' list, it may require additional communication with parents and the community about why their student is not featured, which can complicate messaging and transparency.

For more information, please contact the Marketing and Communications Department at [communications@governors.school](mailto:communications@governors.school).