



# MDM Quick Guide

## Safeguarding-first school communications

A brief overview of how MDM helps schools communicate warmly, clearly and professionally while keeping pupil safety, privacy and public trust at the centre.



### What you need to know

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#### 1. We keep school content human

Schools still need to celebrate learning, achievements and community. We create content that feels warm, authentic and useful - not cold, generic or fear-led.

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#### 2. We use safer visual storytelling

We prioritise over-the-shoulder shots, pupils from behind, hands-on activity, displays, school environments, staff-led content and strong graphics.

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#### 3. We reduce unnecessary identification

Where possible, we avoid close-up, face-forward pupil images, named pupil portraits and content that links a child's face with their name.

### Our approach in one sentence

Share what matters. Protect what does not need to be public. Keep the story warm, clear and professional.

#### Prioritise

- ✓ Learning in action, activity and atmosphere
- ✓ Photos from behind or over the shoulder
- ✓ Hands-on work, displays, books and outcomes
- ✓ Staff-led content, school spaces and graphics
- ✓ Clear captions that avoid unnecessary identification

#### Avoid where possible

- ✗ Close-up, face-forward pupil portraits
- ✗ Images that combine a pupil face and name
- ✗ Public posts with unclear consent or purpose
- ✗ Uploading children's images into AI image tools
- ✗ Using images that create unnecessary risk

### How MDM can help



Social media management



Photography and video



Graphic design



Prospectus design



Training and workshops



Image safety reviews

#### Important note

MDM provides practical communications support. Schools and trusts remain responsible for safeguarding decisions, consent, data protection compliance and local policies.

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