

SHALLOWFORD PRESBYTERIAN CHURCH IMAGE USE POLICY

WHY DO WE NEED AN IMAGE USE POLICY

In 2012, Shallowford Presbyterian Church established a new Communications Committee for the purpose of attending more closely to both internal and external communication. In addition to substantial enhancements of graphics treatments, we have moved in to new forms of communication such as:

- Sacred Space magazine
- Video monitors in several locations around our campus
- Themed bulletin boards and posters
- External signage
- Press releases to area publications
- Facebook, Twitter and Instagram postings
- SPC website and blog postings

As we purposefully push beyond our immediate circle with communications efforts, it has become increasingly important that we consider the rights of privacy of individuals among us and that we protect our young people from any risk of hazard or exploitation. To that end, the session has approved the following.

The Communications Committee is charged with implementing the policy and is empowered to modify the implementation process, if needed, as we learn from our experiences and as possible new media forms emerge.

It should be noted that photography refers to any form of imagery - photos, videos, digital images, slides, audio recordings, etc.

IMAGE USE POLICY

Adults (18+) will be offered the opportunity to notify the Communications Committee that they wish to opt out if they do not wish their image published. "Image" would include photos, videos, digital images, slides and audio recordings. "Published" would include display of photos in Sacred Space, on video monitors, on bulletin boards, on external signage, in press releases submitted to area magazines and newspapers, and social media such as Facebook, Instagram, SPC website and blog postings. If an individual opts out, every effort will be made to avoid capturing images of that individual. Periodically, the opportunity to opt out will be announced to allow new members to let us know their wishes. The decision of adults to opt out or opt in (by doing nothing) will be considered a "permanent" decision. So, adults do not have to do anything unless or until they decide they wish to opt out. The opt-out forms will be placed in the information kiosk and be made available in the office.

For children (from birth until age 18), we will request the parent or guardian of each child sign a release form granting permission for the use of their child's image. We will make every effort to avoid taking any photos of any child who is not covered by a release. The responsibility for securing signed releases will rest with leaders of the children's and youth groups. As new children join church groups, leaders will need to be mindful of securing signed releases. Additionally, releases will be audited annually at the beginning of the program year in September to ensure our young people are properly protected.

The staff will maintain a database with the signed releases for children and opt out forms for adults. The Communications Committee and staff will make every effort to check selected images against the database before publishing images.

We will not publish any images that might be embarrassing, objectionable or hurtful to anyone. We will gladly remove any image (to the degree possible) upon request. The church will regularly review content posted on its proprietary social media outlets (Facebook, Twitter, Instagram etc.). Materials that are, in the sole opinion of the church, objectionable shall be removed.

The Communications Committee will request volunteers take photographs for the use of SPC for publication by the church without restriction. Volunteer photographers will be given a copy of this image use policy and will be asked to follow it. Photographers may use photographs they have taken only if they separately secure a release from the parties (adult or child) for that use.

The Communications Committee will request volunteers take photographs for the use of SPC for publication by the church without restriction. Volunteer photographers will be given a copy of this image use policy and will be asked to follow it. Photographers may use photographs they have taken in a commercial manner only if they separately secure a release from the parties (adult or child) for that use.

Every May, this policy will be reviewed by the Communications Committee and staff to ensure we are taking the best care of our congregation, their children and our guests.

In addition to this policy being posted on the church website, the following will be published periodically in the weekly bulletin and announcements:

We love to be able to share our Shallowford story with others and so you will see a lot of photos and videos being taken and shared in many ways. If you don't want your image to be used in our story-telling, please contact the church office at (404) 321-1844 or rgoode@shallowford.org. Parents, for a photo of your child to be used, please make sure to complete the child/youth participation form located at www.shallowford.org. You can find the complete image use policy on our website or pick up a paper copy from the church office.