UF/IFAS Guide to Using a Video/Photo Release Form

Video/photo releases are an important part of your communication efforts. From a public relations standpoint, they are a great way to maintain good relationships with your audience by being transparent about your intentions. Procedurally, they ensure we follow protocol. You can find the UF/IFAS photo consent form on the Blogging Resources page under "What Images Can I Use in my Blog Posts?" https://ics.ifas.ufl.edu/our-services/blogging/

But how should you use it?

When do I need to use a video/photo release form?

- Taking video/photo of small groups of people
- Taking individual shots
- Taking any video/photo where someone is identifiable (see crowd exception below)

When don't I need to use a video/photo release form?

- Large crowd shots where no one seems to be the main focal point of the photo. **Note**: if children are in the shot, don't publish where the children might be identifiable.
- Video/photos of someone from behind where they can't be identified. **Note**: If someone has an unusual haircut or piece of jewelry, you might still be able to ID them from behind and then a release is required.

Best Practices

- Each person signs their own individual release form, preferably before a shoot begins. If that is not possible, have them sign after the shoot concludes.
- Do not interpret the release language for someone if asked to do so.
- If someone refuses to sign the form, do not take their photo.
- Once someone signs a release, it is not possible for them to rescind their permission. Although, you might want to honor their request anyway to maintain the relationship. Have two people involved with the shoot, one technical person and a second who

handles the release forms.
- After the shoot, we suggest scanning and saving the signed releases electronically

What about video/photos at events?

- If someone from UF/IFAS is planning to capture your event, it is best practice to let participants know. This can be done by either putting a sign near the entrance of an event and or placing similar language on a sign-in sheet. **Note**: you do not need to advertise other participants might take cell phone photos, that is beyond our control.

What about working with partner agencies?

- If working with a school that says it has release forms on file, it is not the responsibility of UF/IFAS to go any further than to confirm this with the school.
- When teaming up with a stakeholder group for an event, someone from UF/IFAS who is helping to coordinate the event should include this as a discussion item during event planning.

Social Media

- If a stakeholder group posts video/photos on social media that a UF/IFAS account is interested in re-posting, reach out to the group first and inquire about release forms. If you can't verify they were signed, you should not repost.

What about Photos.IFAS.ufl.edu?

- UF/IFAS Communications maintains this database and has already secured proper permissions, so there is no need for further action on your part.

Working with Children

- All children under age 18 should be treated as minors
- Do not use any video/photo depicting an identifiable child even in a crowd shot unless the parent or guardian has completed a release form.

A note about 4-H

- 4-H standard procedure is to have releases on file signed by a parent or guardian that is good for one calendar year. If 4-Hers are involved in your activity, check with your local 4-H leader about their signed release forms.