

## **PRESBYTERY OF SAN FERNANDO**

### **Social Media Photos Policy**

**Adopted April 23, 2013**

#### **1. Any photo not published in a public venue requires permission**

- a. If large group photo, of photographer or entity (e.g., the church for who it was taken). No permission from the subjects required.
- b. If photo is of a smaller group and/or has close-up(s) of any face(s),
  - i. Permission of photographer/entity
  - ii. Permission of those in the photo required.
- c. Non-response after 3 genuine attempts construed as denial

#### **2. Any photo already published in a public venue, printed or online, is “fair game,” with the following limitations:**

##### **a. If a photo of any kind...**

- i. can be reasonably assumed by subjects that it will be public in any way (print media, website, etc.), or...
- ii. The subject(s) have given their consent already for public use by another entity,...

...there should be no need to obtain their permission a second time.

##### **b. There should be no posting of a clearly copyrighted photo w/o attribution. However, the following observations are important to consider:**

- i. Although technically all writing and images are copyrighted, many willingly choose to waive their rights by posting publicly and in a unprotected and/or non-watermarked format. In such cases, intent to share freely should be assumed, not ignorance of the law and non-intent. Esp. in a Social Media venue.

- ii. Many images are on sites that, by their nature, encourage sharing and proliferating. These do not require attribution and are "fair game."
- iii. If a site has a copyright statement on it one may assume those photos/images are not for sharing without permission or attribution.
- iv. No photo shall be represented as one's own work (or PSF's) that is in fact someone else's, no matter what.

**c. Under no circumstances shall children or youth be tagged by PSF. If tagged by others Moderators shall remove such tags and advise the tagger.**

**d. Adults shall not be tagged by PSF except for**

- i. PSF staff
- ii. Adults appearing in photos
  - 1. taken during PSF events
  - 2. working in service of PSF or on sight at the presbytery office

*unless the person has opted out (see below).*

- iii. A few realities to consider about tagging:
  - 1. Anyone who views the photo on PSF's FB page may choose to tag themselves or others.
    - a. We cannot "turn off" this ability; it is the nature of "open-source" media.
    - b. We **can** moderate for safety, but...
    - c. We should not discourage and cannot prevent.
  - 2. Individuals affected **always** have the final say:
    - a. Anyone can remove a tag of her/himself
    - b. Once s/he does so, Facebook will not allow them to be re-tagged on that same photo, except by the person who removed her-/himself.
  - 3. Some Education may be required:
    - a. Facebook users can turn on "Timeline Review," which requires approval before a tag appears

- on one's timeline.
- b. Facebook users can set their notifications to advise them by text or email when tagged, and can react accordingly.
- c. PSF Facebook Moderators should be available to assist anyone wishing to implement these options.

**e. Opt out Option**

- i. Any person may opt out of appearing in photos taken and/or published by PSF
- ii. Any person may opt out of being tagged by PSF in photos in which they appear that PSF publishes.
- iii. The opt out statement must be on file at PSF in writing, which can be accomplished several ways
  - 1. Handwritten or typed statement
    - a. PSF will scan into an electronic format
    - b. OCR technology or "human eye" will be utilized to transcribe into a searchable document
  - 2. Email to [SFPresby@gmail.com](mailto:SFPresby@gmail.com) (PSF's dedicated message account)
  - 3. Utilize PSF's dedicated confidential message line, (818) 724-7181
    - a. Text
    - b. Voice Message
      - i. This is transcribed by Google
      - ii. Any errors will be dealt with via searchable key word addendum
- iv. Texts, emails, transcriptions, and audio files are all retained in an archive:
  - 1. This is housed on Google's servers.
  - 2. Unless blocked, these data include names, phone numbers and/or email addresses of sender(s).
  - 3. All except audio files are searchable so as to be retrieved if need be.
- v. PSF under no circumstances violate the wishes of a person who clearly communicates their intent to opt out in these ways.
- vi. At any time a person can rescind their opt-out status or

reinstate it if rescinded. Again, this must be in writing per the above options.