



BOYS & GIRLS CLUB
OF LAKE TAHOE

Photo, Video, and Audio Recording Policy

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Policy Statement

This policy outlines when and how photographs, images, artworks, videos, and audio recordings of/by Club youth may be used for marketing, communication, and/or fundraising purposes.

A Club parent or legal guardian has the opportunity to opt their child(ren) out of media usage during the enrollment process or at any point in their membership. All staff must ask a child's permission to photograph, video, or record them, even if they are on the approved media list, and any child expressing discomfort will not be photographed, filmed, or recorded.

Reason for Policy

The Boys & Girls Club of Lake Tahoe often photographs, films, and records Club members and other youth program participants in various activities. While this is a routine practice, the Club wants to make sure permission is granted for sharing or distributing any images or recordings of young people as well as for any art or images that Club youth create.

Who Should Read This Policy

Employees, Board of Directors, Volunteers, and Club Parents

Resources

"Club Social Media Marketing Policies & Guidelines" - BGCA

https://www.bgca.net/Utilities/Uploads/Handler/Uploader.ashx?area=composer&filename=Club%2bSocial%2bMedia%2bMarketing%2bPolicies%2b%2bGuidelines_2023.pdf&fileguid=d39ed8d8-6f03-4e06-aa11-91eff22d1e08

"Electronic Communication System Policy & Use of Personal Devices Policy" - Boys & Girls Club of Lake Tahoe - <https://bgclt.org/club-safety/>

"Workplace Surveillance Policy" - Boys & Girls Club of Lake Tahoe - <https://bgclt.org/club-safety/>

Definitions

"Club youth" are Club members and other youth who participate in Club-related programs or activities.

“Personal device” is any personal technology owned by a Club staff member, such as a cell phone, camera, or iPad.

“Opt out of media” is a request from a Club member, Club parent, staff member, volunteer, or visitor to not have them or their child’s face, image, voice, or story used by the Club for marketing, communication, or fundraising purposes.

“Approved media list” is all Club members, staff members, volunteers, and visitors who have not chosen to “opt out of media.”

The Policy

The Boys & Girls Club of Lake Tahoe routinely photographs, films, and records Club members and other youth program participants in various activities. This policy outlines when and how photographs, images, artworks, videos, and audio recordings of or by youth may be used for marketing, communication, and/or fundraising purposes.

Opting In/Out of Media: A Club parent or legal guardian may opt their child(ren) out of media during the enrollment process or at any point in their membership. This is referred to as “opt out of media.” The “opt out of media” request is automatically applied to any Club youth in foster care.

All staff must ask a child’s permission to photograph, video, or record them, even if they are on the approved media list, and any child expressing discomfort will not be photographed, filmed, or recorded.

Staff will make a concerted effort to not include a child in a photograph, video, or audio recording rather than blur their face or crop the photo afterwards. Though from time to time, photo editing tools may be used so that the child does not feel excluded in the moment.

Permissions for Media Usage: All staff at the Club have permission to photograph, video, or record Club youth during Club activities if they are not on the opt out of media list. Any photo, video, or audio recording of Club youth be emailed or texted immediately to the staff member’s supervisor or the Marketing & Communications Manager and are only for Club use. All photos, videos, or audio recordings of a youth member or participant must be deleted and may not be shared or used for non-Club purposes or stored on a staff member’s personal device.

Occasionally, professional photographers and videographers may be hired by the Club for marketing, communication, or fundraising purposes. The contract with the professional will ensure that the photographs and recordings are for Club use only and may not be used by other clients or for non-Club purposes. Any professional photographer or videographer on the premises is considered a Club visitor and must be escorted by a Club staff member at all times.

Visitors to the Club do not have permission to photograph, video, or record members or participants during Club activities. If a Board member, donor, community member, or guest wishes to take a photograph or video with a youth or staff member, they must obtain permission from a member of the senior administration team in advance. Members who have opted out of media must be excluded and the video, photograph, or recording may only be taken on a Club device.

On occasion, businesses or organizations approach the Club to use the location and/or Club members for videos or photo shoots. In such circumstances, separate permission must be obtained from Club parents or guardians. If any fee is paid, the Club will disclose this information to the Club parents or guardians and depending on the circumstances, the fee may be paid directly to the Club member or participant.

Media Channels: Unless a child is on the Club's opt out of media list, the Club has permission to use photographs, images, videos, and recordings of a child member or non-member for marketing, fundraising, and communication purposes and on media channels, including print publications, television, radio, websites, and social media platforms (e.g. Facebook and Instagram).

The Club closely monitors and moderates posts and comments on their media channels. Club staff reserves the right to remove any reactions or comments that are deemed offensive, threatening, or do not reflect the Club's AWESOME values. All Boys & Girls Club of Lake Tahoe social media posts can be shared or downloaded by the general public. Any parent or guardian who does not feel comfortable with this are strongly encouraged to opt out of media use for their child(ren).

Staff, volunteers, and other Club supporters may share the Club's social media posts or news articles, but are not permitted to share photos, recordings, or videos directly to their own social media. All social media posts must originate directly from the Club so that they can be reviewed by the Marketing and Communications Manager for content, Club branding guidelines, and the Club youth on the opt out of media list.

Members at Off Site Events: Over the course of the year, Club youth participate in activities and events organized by external entities and organizations. Examples include skiing with SOS Outreach, looking for bugs with the Tahoe Institute for Natural Science (TINS), or helping at the Lake Tahoe Marathon or other community event. The Club will make a reasonable effort to ensure that the policies of these partner organizations reflect Club policies and will share the approved and opt out of media lists with their staff. The Club does not endorse or take responsibility for content posted by third parties. However, at public events, it is important to understand that the Club cannot prevent members of the public from taking photos or videos of Club youth at a public event or venue.

Best Practices for Youth: The Club will make a reasonable effort to ensure that images and recordings of youth are appropriate, respectful, and compliant with best practices for youth-based organizations.

Please see the Club's Electronic Communication System Policy & Use of Personal Devices Policy, Workplace Surveillance Policy, and "Member Contact and Social Media" section in the Employee and Volunteer Handbook for additional information related to this topic.