



# PROVIDER SPOTLIGHT

You are part of an outstanding network of service agencies critical to our system of supporting people with DD in our community.

This year, we are increasing our efforts to highlight the work of local providers. We plan to feature submitted photos and stories on HCDDS social media pages. To participate, please follow the guidelines below:

- Submitted photos must include at least one person supported by HCDDS
- People featured in photo must have a signed HCDDS photo release (attached). We also have a digital version: <https://signnow.com/s/ojAb3g80>
- Your photo can be timely (related to specific initiative/event) or more general. We encourage you to provide evergreen content, and follow the attached HCDDS branding guidelines.
- Submissions must be high-quality images. You can use your phone, but please send the file at the largest size available.
- Images can be in any dimension: square, horizontal or vertical. We encourage you to submit multiple options and reserve the right to crop the image as needed.
- You must include a description/caption, up to 200 words, to accompany the photo. We reserve the right to edit for clarity and length.
- Please include your social media usernames with your submission, so we can tag your agency and give you photo credit.

Hamilton County DD Services will share up to two provider spotlight posts per month on our social media accounts. No provider will be featured more than once per calendar year. Guidelines may be updated in the future.

**SEND PHOTOS TO  
LISA.DANFORD@HAMILTONDDDS.ORG**



## Public Relations Release

Taxpayers in Hamilton County provide the majority of money the agency uses for services to individuals with disabilities. This makes it vitally important for citizens in every part of Hamilton County to regularly hear about services for which tax dollars are used.

In addition, it is imperative that people who need services know about what is available, and others in our communities who come in contact with individuals with disabilities have information that fosters acceptance and respect. The Community Relations Department is responsible to keep members of the public informed on an ongoing basis.

You - individuals and families - are the key element in these efforts. Allowing our department to publish and distribute your quotes, pictures, letters, and other testimonials is priceless. So, thank you!

- **Ryan Braun**, Director, Community Relations

You can find a digital version of this form [by clicking here](#).

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By signing this form, I give permission for Hamilton County DD Services to use my image and/or story for public awareness purposes for the next 12 months through the following mediums:

- ✓ News stories or advertisements in print, online, television, radio, etc.
- ✓ HCDDS websites
- ✓ Agency publications such as the annual report, brochures, postcards, newsletters, etc., either printed or digital
- ✓ Presentations or videos
- ✓ Social Media platforms such as Facebook, Twitter, Instagram, Linked In and YouTube, including social media advertising
- ✓ HCDDS Employment Spotlight Blog
- ✓ Sharing with partners for public awareness purposes

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Name of individual (please print)

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Date

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Phone

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Signature of individual, family member, or guardian

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email address

# PHOTOS

The photos we use and the way we depict people are incredibly important. As with people first language, photos need to be empowering and show people's unique abilities. Photos should also reflect our values and our brand voice: positive, respectful, and forward-thinking. If you're taking new photos, the following page has tips to make your photos as effective as possible.



HAMILTON COUNTY  
DEVELOPMENTAL DISABILITIES  
SERVICES

## OUR VISUAL BRAND



# PHOTOS

Photos should be large, colorful, and show activity. A photo will be the first thing someone notices about a publication, so draw people in with a great image.

Photo framing, perspective, and composition should be empowering. You can accomplish this by taking photos that show people in their every day lives. Photos of people participating in activities with others, engaging in their community, working, helping a neighbor, or accomplishing a goal are great subjects. The focus of any photo should be what a person is doing, not their disability. Reach out to Lisa Danford, [lisa.danford@hamiltondds.org](mailto:lisa.danford@hamiltondds.org), if you'd like more photography tips.

We serve an incredibly diverse population of people with different abilities, different backgrounds, and different experiences, and using multiple photos give us greater opportunity to show our stakeholders an image that will resonate with them.

