



## POLICY PROCEDURE MANUAL

Policy Name: **Media Policy (Photography/Videography/Social Media/Print)**

Effective Date: July 2025

Review Date(s): July 2025

### ***Purpose***

At McFarland United Church of Christ (MUCC), we value how photography, videography, and other media (i.e., voice) are used on our website and disseminated through social media and other avenues of communication. They provide opportunities to tell our story and share the work of those who serve MUCC and our communities. They give us important ways to connect, flourish, and celebrate God's unconditional love and affirm the work God is doing in our lives. Photography, videography, and other media are to be used positively to connect and bring us together, communicate our mission, and highlight God's work amongst us.

We believe using images and other media of members and friends across all ages in various forms of media features and displays MUCC's "a church with heart" faith community.

### ***Photo and Video Policy***

If a photograph, video, or other media is shared with MUCC, it is assumed that permission is granted and ownership is transferred to MUCC.

MUCC offers an "opt-out" media policy. Therefore, images and other media of any individual may be taken and published unless a written statement is requested otherwise. Publishing images and other media includes, but is not limited to, posting on our website and social media, in emails, newsletters, and print media. Use of images and other media will adhere to the following guidelines:

- Participation in our church events implies permission to use images and other media taken at those events.
- The congregation will not knowingly use any image of an identifiable person that is defamatory, an invasion of privacy, falsely depicts a person negatively, or violates any other congregational policy in effect at the time of use.
- The congregation will not identify minors by full name, parents' names, or other personal information without written permission from a parent or legal guardian.
- Adults may be identified in images or other media. Prior images or other media showing children who have since aged into legal adults may also be identified.
- The congregation will honor reasonable requests to remove or obscure identifiable individuals depicted in photos or videos posted on the premises, website, or social media accounts controlled by the congregation.

- If someone in a group photo opts out, we will use our best efforts to honor such requests.
- The Media Policy and an opt-out message will be displayed in the building and on the website.
- MUCC is not responsible for visiting creators if they go outside the boundaries of MUCC's media policy.

### ***How to Opt-Out***

To opt out, please sign the form available at [mcfarlanducc.org](http://mcfarlanducc.org) and send it back via email to [office@mcfarlanducc.org](mailto:office@mcfarlanducc.org) or turn in the completed form to the church office along with your photo for reference. Please note that MUCC has no control over another person posting images or other media on their media.

It is the responsibility of the individuals who submitted an opt-out form to inform event photographers of their decision to opt out.

### ***Photography/Video of Minors***

Parents are encouraged to complete a Minor Media Form for minors (under age 18). It is available on the MUCC website or upon request.

### ***Storage of Photography/Video***

Media will be stored with limited access. MUCC will hold possession of media until it is no longer in the creative interest of MUCC to continue possession of (i.e., lack of storage space, no longer relevant content, lack of creative application).

### ***Etiquette***

The MUCC Media Policy sets forth guidelines for images and other media captured, commissioned, and used by the church. It does not attempt to regulate the personal use of cameras during our services or events. However, we ask everyone to be mindful of privacy concerns when taking images and other media by not being intrusive (during a service or event). Photographers and videographers are encouraged to be considerate of others' privacy and be respectful.

### ***Policy Review***

This policy is to be reviewed by the Servant and Leadership Team (SaLT) annually. The MUCC Media Policy and its updates are posted on the MUCC website.



## Adult Opt-Out Media Form

I do not authorize McFarland United Church of Christ (MUCC) to use recordings, photographs, or other media of me in whole or part for advertising, media, video, audio, or other purposes. I hereby confirm that I am of legal age (over 18) and have every right to contract in my name. I have provided a picture of myself to be used as a reference to assure my dis-inclusion in any images and other media used by MUCC. I will notify photographers that I do not wish to be photographed. In signing this form, I understand that MUCC will make reasonable efforts to avoid access to or remove my image for all purposes identified herein.

Adult (Over 18)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Minor Media Form

I, the legal parent/guardian of \_\_\_\_\_, hereby

\_\_\_\_\_ authorize and consent

\_\_\_\_\_ do **not** authorize or consent

to the use of images and other media of my child/children (under age 18) listed above, with (first name only or first name last name initial, if used) or without their name(s), by McFarland United Church of Christ (MUCC), McFarland, WI for purposes including but not limited to promotional materials, printed publications, website and internet posts including social media, television, and other media sources. I do this with full knowledge and consent and waive all claims for compensation for use or damages. I release MUCC and its officers, employees, and agents from liability for any claims by me or any third party in connection with the use of the image of my child/children listed above.

Additionally, if you see a photo or video on a MUCC website or social media page that includes you or your child and would prefer it be removed, contact the MUCC office at [office@mcfarlanducc.org](mailto:office@mcfarlanducc.org) or 608-838-9322. Please include information about where and what is being requested via a photo and links. MUCC will do its best to honor the request. The removal of images and other media from video or live stream messages may be beyond the control of MUCC. MUCC does not control the recording, use, and posting of images or other media by non-church staff (e.g., by community members, news outlets) and cannot remove such media from publications, including internet or social media sites, that are not run by MUCC.

If authorization is given and revocation is desired, please contact the MUCC office.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_