



JFCS Publicity Guidelines

At JFCS, our intention is to honor your wishes regarding photos of you and your family.

JFCS is proud to share our ongoing success stories with our volunteers, donors, clients and staff. Nothing captures these stories better than the wonderful smiles in our pictures. JFCS uses these photos to educate, inform and expand our audience.

We may use pictures in several ways, including printed newsletters or brochures, email newsletters, and social media such as Facebook and Instagram. If an image is used on Facebook or Instagram it may be shared. In fact, our hope is that it will be shared so that more people — potential participants, staff, volunteers and donors — will see it. The picture may be viewed by people who are familiar with JFCS or friends of JFCS fans. The potential is great for many people to see our pictures.

JFCS follows industry best practices for social media. For clients and children:

- We must have a signed photo release
- We never print a child or client's full name by their picture, and don't "tag" them in photos
- For children we eliminate identifying information in photos, such as blurring out nametags and school names on t-shirts.

JFCS does not require a signed photo release for volunteers 18 and older. To increase our visibility and ability to connect with new followers, JFCS may use volunteers' full names to caption their photos.

If you have questions, please feel free to contact JFCS Marketing and Communications Director Lori Leavitt at 952-542-4811 or lleavitt@jfcsmpls.org.