

## Photo and Image Use

At Jewish Family and Children's Service of Minnesota (JFCS of Minnesota), our intention is to honor your wishes regarding photos of you and your family.

JFCS of Minnesota is proud to share stories about our programs, services and community with our clients, volunteers, donors, staff and the broader community. Photos help bring these stories to life and allow us to educate, inform and connect with the people we serve and those who support our work.

We may use photos in several ways, including printed newsletters, brochures and other materials; email newsletters; our website; and social media platforms such as Facebook and Instagram. Photos shared on social media may be viewed or shared by others, allowing them to reach audiences beyond JFCS of Minnesota's own followers.

JFCS of Minnesota follows best practices designed to respect the privacy and dignity of our clients and children.

For clients and children:

- We must have a signed photo release before using their photos.
- We never publish a client's or child's full name with their photo or "tag" them in photos.
- We remove or obscure identifying information, such as nametags, school names or other identifying details.
- We do not show the faces of children on social media. Photos used on social media may show children in ways that do not reveal their identity, such as from behind or at an angle where their faces are not visible.
- Photos of children may be used in other JFCS of Minnesota communications, such as our website, printed publications and email communications, when appropriate and when we have a signed photo release.

JFCS of Minnesota does not require a signed photo release for volunteers age 18 and older. To help increase awareness of our work and connect with the community, JFCS of Minnesota may use adult volunteers' full names when captioning their photos.

If you have questions about how photos may be used, please contact JFCS of Minnesota Marketing and Communications Director, Lori Leavitt at 952-542-4811 or [lleavitt@jfcsmn.org](mailto:lleavitt@jfcsmn.org).