

## **MULTIMEDIA POLICY**

### **I. Purpose**

This policy governs the publication of and commentary on multimedia by employees, Board members, contractors and volunteers of the Central Kansas Community Foundation, including all Affiliates (the "Foundation"). For the purposes of this policy, multimedia means any facility for publication and commentary, including without limitation news media, blogs, website, newsletters, wiki's, text messaging, social networking sites such as Instagram, Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Foundation employees are free to publish or comment via multimedia in accordance with this policy. Foundation employees are subject to this policy to the extent they identify themselves as a Foundation employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Foundation).

Before engaging in community foundation-related multimedia, employees and volunteers must obtain the permission of the CEO or Executive Director.

Publication and commentary on multimedia carry similar obligations to any other kind of publication or commentary. This includes ensuring use of likeness consent is obtained by participants included by name or image in materials featured in print or on-line. It is further noted that individuals or other authorized persons of authority can provide use of likeness consent to the Foundation. For the purposes of this policy, use of likeness consent is required for mediums that include but are not limited to text, graphics, audio, animation, video, photo, interactive content, drawings, still and moving images and graphic objects or combination thereof.

At events hosted by the Foundation and affiliates, Foundation volunteers, board and staff shall utilize crowd sourcing media consent.

All uses of multimedia must follow the same ethical standards that Foundation employees must otherwise follow.

### **II. Setting up Social Media**

For the Foundation, its affiliates and fund advisors for funds in some cases may need assistance in setting up social media accounts and their settings. This can be obtained from the Foundation office staff. Admin access must include the CEO, Executive Director or other designee at the Foundation. Social media identities, logon ID's and user-names may not use Foundation's name without prior approval from the Foundation administrative office. Employees or other designees who depart will be removed from the page on their last day of service. Any additional Administrators must be approved by the board.

### **III. Confidentiality and Intellectual Property**

It's perfectly acceptable to talk about your work and have a dialog with the community, but it is unacceptable to publish confidential information or use individual or organizational images or multimedia without consent. Unless specifically authorized in writing by the CEO, Executive Director or designee, Foundation personnel are not authorized to, and therefore are restricted from, speaking on behalf of the Foundation through multimedia.

Foundation personnel, board members, contractors and volunteers must adhere to the Foundation's Policy on Confidentiality in their use of multimedia. This means they may not discuss any confidential and/or proprietary work-related matters or information through multimedia. Likewise, posts through multimedia mediums that are confidential and/or proprietary, involving donors or grantees; Foundation-related documents; or that would violate the Foundation's Policy on Confidentiality are not permissible.

### **IV. Protect your own privacy**

Privacy settings on multimedia platforms should be set to allow anyone to see profile information similar to what would be on the Foundation website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

### **V. Be Honest**

Do not blog anonymously, using pseudonyms or false screen names. The Foundation is committed to transparency and honesty. Use your real name, be clear who you are, and identify that you work for Foundation. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also, be prudent about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Spam posted on the page or in comments should be deleted by the admin as soon as it's noticed, if appropriate the poster may also be blocked from posting or require approval before their posts are live.

### **VI. Respect copyright laws**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Foundation's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

### **VII. Respect your audience, Foundation, and your coworkers**

The public in general, and Foundation's employees and customers/clients specifically, represent a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Foundation website. Don't be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to

make it clear that the views and opinions expressed are yours alone and do not represent the official views of Foundation.

### **VIII. Protect Foundation customers/clients, business partners and suppliers**

Customers/clients, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer/client, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer/client (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your blog is not the place to "conduct business" with a customer/client.

### **IX. Controversial Issues**

If you see misrepresentations made about Foundation in the media, you may point that out and notify Foundation's CEO or Executive Director immediately. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Throughout all content, the page should never host or post content which includes: hate speech, confidential foundation information, including donor amounts or salaries, profanity, or political affiliations.

### **X. Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of an improper post (such as their copyrighted material or a defamatory comment about them), remove it immediately and notify Foundation's CEO or Executive Director immediately.

Content should use proper spelling and grammatical conventions, limit the use of abbreviations or acronyms which may not be widely known, moderate use of emojis, and only share or repost content which can be confirmed at the original source. If there is a concern about content, please email a link to the CEO or Executive Director and include the issue and proposed solution (ex. remove the post, fix a typo, change the photo).

### **XI. Disclaimers**

Many multimedia users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged. However, it may not be legally binding.



## **XII. Content Guidelines**

**In general, content posted, liked or shared by the foundation page needs to be aligned with our mission, relevant to our work in the community, positive and non-offensive. We may share content from other relevant groups, such as the Chamber of Commerce, the public library, and/or area nonprofits, as well as other local Community Foundations, if they abide by other guidelines. Types of content may include informational posts, images of local projects, polls, quotes, fundraising links, holiday acknowledgments and relevant videos. Content should be designed to engage those who like the page, attract new followers and share information that encourages action. The majority of native content should include a Call to Action (CTA) such as: like this post, share the post, or leave a comment.**

## **XIII. Enforcement**

Policy violations will be subject to disciplinary action, up to and including termination for cause. If you have questions about the terms of this policy, direct them to the Foundation's CEO or Executive Director. The Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

**ADDENDUM**

Multimedia Consent Form Formats

**Consent and Release for Use of Likeness in Multi-Media  
Scholarship Verification Form\***

I, the undersigned, consent having my imagine or likeness used in print or digital photograph(s), as part of a video and/or in interviews for purposes of education and/or public relations for Central Kansas Community Foundation, including their Affiliates as well as for the news media. Such education and public relations may include but are not limited to advertising, videos, sound bits, news releases, newsletters, brochures, and/or fundraising materials.

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Signature

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Date

*\*Used for scholarship recipients and occasionally for scholarship applicants.*

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**Consent and Release for Use of Likeness in Multi-Media  
Compliance Documents  
Confidentiality/Conflict of Interest Form\***

In addition, I, the undersigned, consent having my imagine or likeness used in print or digital photograph(s), as part of a video and/or in interviews for purposes of education and/or public relations for Central Kansas Community Foundation, including their Affiliates as well as for the news media. Such education and public relations may include but are not limited to advertising, videos, sound bits, news releases, newsletters, brochures, and/or fundraising materials.

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Signature

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Date

*\*All staff, board members, consultants, and volunteers complete this at least annually.*

**Consent and Release for Use of Likeness in Multi-Media  
Release of Liability Form\***

In addition, I, the undersigned, consent having my image or likeness used in print or digital photograph(s), as part of a video and/or in interviews for purposes of education and/or public relations for Central Kansas Community Foundation, including their Affiliates as well as for the news media. Such education and public relations may include but are not limited to advertising, videos, sound bites, news releases, newsletters, brochures, and/or fundraising materials.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*\*Individuals that participate in Foundation events complete this form before participating in the event at their own risk.*

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**Consent and Release Form for Use of Likeness in Multi-Media  
Minor Consent Form\***

I, \_\_\_\_\_, the undersigned parent or guardian of \_\_\_\_\_, consent to my child being photographed and/or interviewed for purposes of education and/or public relations for Central Kansas Community Foundation or for the news media. Such education and public relations may include but are not limited to advertising, videos, sound bites, news releases, newsletters, brochures, and/or fundraising materials.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*\*Completed by parent or guardian for anyone under the age of 18.*

**Consent and Release Form for Use of Likeness in Multi-Media  
Individual or Organizational\***

**Name:**

**Institution or Organization (if applicable):**

As noted above, I the undersigned, on behalf of myself and/or the institution/organization listed above, consent to having my image or likeness used in print or digital photograph(s), as part of a video and/or in interviews for purposes of education and/or public relations for Central Kansas Community Foundation, including their Affiliates as well as for the news media. Such education and public relations may include but are not limited to advertising, videos, sound bites, news releases, newsletters, brochures, and/or fundraising materials.

\_\_\_\_ (*Individual Consent*) By signing below, I agree to the terms stated above regarding release and consent of my likeness being used for multi-media purposes.

\_\_\_\_ (*Organizational Consent*) By signing below on behalf of an institution or organization, I agree that any required internal consents and releases for use of likeness have been obtained for all employees, consumer/clients and other individuals represented in provided multi-media. Furthermore, I have the authority to sign consent and release for use of likeness on behalf of the institution/organization, employees and consumers/clients represented in multi-media provided by me and authorize use of the multi-media by the Central Kansas Community Foundation, including their affiliates in all promotional applications.

\_\_\_\_\_  
Signature (state title if signing for an institution/organization)

\_\_\_\_\_  
Date

\*Most broadly used release for participants in our events and activities, grantees and others included in multi-media mediums.

### **Crowd Sourcing Consent and Release for Use of Likeness in Multi-Media\***

Please be aware that by entering any Central Kansas Community Foundation (CKCF) event and any events hosted by CKCF affiliate foundations, you consent to your voice, name and/or likeness being used, without compensation in films, photos and/or tapes for exploitation in any and all media, whether now known or hereafter devised, for eternity, and you release CKCF, its successors, assigns and licensees from any liability whatsoever of any nature. You understand that all photography, filming and/or recording will be done in reliance on this consent given by you by entering this area.

NOTIFY CKCF STAFF AND/OR CKCF AFFILIATE STAFF AND/OR FOUNDATION BOARD MEMBER OF YOUR REQUEST TO NOT USE YOUR IMAGE AND/OR LIKENESS FORMALLY OR DO NOT ENTER THE AREA IF YOU DO NOT WISH TO BE SUBJECT TO THE FOREGOING.

*\*Crowd Sourcing posters are to be posted at entrance of any event or activity of mass gatherings. In addition to poster presentation an announcement to ask if anyone wishes not to be included in multi-media uses the day of and day following the event, they need to advise a CKCF staff or key volunteer to make formal request. Crowd sourcing permissions are only for the day of and following the event. Following that alternative consent for use of image must be obtained.*