



*Investing in our future*  
**portland  
children's  
levy**

The Portland Children's Levy (PCL) has developed a Photo/Video Policy after seeking input from our grantees in all funding areas (early childhood, child abuse prevention/intervention, foster care, hunger relief, after-school and mentoring). This policy will cover use of photos and videos in PCL print and electronic collateral materials, such as community reports, videos, newsletters, public presentations, the PCL website, and social media platforms including Facebook, Twitter, Instagram, and YouTube.

This policy was developed to:

- Employ culturally responsive and asset-based best practices.
- Assure children and families are portrayed in a positive and respectful manner that empowers them and shows how program participation can be affirming and transformative.
- Provide guidelines for PCL collaboration with grantees in their marketing and promotion efforts.

### **Photo and Video Policy**

For photos and videos to be published in print, the PCL web site, social media platforms and other formats, PCL will:

1. Obtain permission to take photos/videos via a media release from all people shown in the photo/video.
2. Confirm that any child under 18 photographed or recorded by PCL is covered by a parental media release obtained either by PCL or the grantee program.
3. Correctly associate photo and video images of program participants with the PCL program area in which the featured program was funded. For example, if a photo was taken of a child in an early childhood program, and shows him/her eating a meal, the photo would only be used in media about early childhood programs, and not be used in media for hunger relief programs.
4. Assure that photos taken of any person who has agreed to be photographed, but does not want to be personally identifiable in the photo, meets this requirement.
5. Retire photos and videos after two years, and assure that no single image is consistently used across media platforms and over time to represent a particular program or program area.
6. Share photos and videos taken by PCL with grantees for use in grantee collateral materials or other media.

7. Obtain final written approval of photos used to feature grantee organizations in annual PCL "Community Report" before PCL prints the report.
8. Give grantee program staff an opportunity to review and, if requested, seek approval from program participants before videos are published on the PCL website, social media platforms or other formats.
9. Seek written approval from grantee program staff before using any photo or video from a grantee organization's website or social media platforms in PCL communications.
10. Use stock images or other graphics to illustrate stories about the Deferred Action for Childhood Arrivals policy.