

UF/IFAS Guide to Using a Video/Photo Release Form

Video/photo releases are an important part of your communication efforts. From a public relations standpoint, they are a great way to maintain good relationships with your audience by being transparent about your intentions. Procedurally, they ensure we follow protocol. You can find the [UF/IFAS photo consent](#) form here. But how should you use it?

When do I need to use a video/photo release form?

- Taking video/photo of small groups of people
- Taking individual shots
- Taking any video/photo where someone is identifiable (see crowd exception below)

When don't I need to use a video/photo release form?

- Large crowd shots where no one seems to be the main focal point of the photo. **Note:** if children are in the shot, don't publish where the children might be identifiable.
- Video/photos of someone from behind where they can't be identified. **Note:** If someone has an unusual haircut or piece of jewelry, you might still be able to ID them from behind and then a release is required.

Best Practices

- Each person signs their own individual release form, preferably before a shoot begins. If that is not possible, have them sign after the shoot concludes.
- Do not interpret the release language for someone if asked to do so.
- If someone refuses to sign the form, do not take their photo.
- Once someone signs a release, it is not possible for them to rescind their permission. Although, you might want to honor their request anyway to maintain the relationship.
- Have two people involved with the shoot, one technical person and a second who handles the release forms.
- After the shoot, we suggest scanning and saving the signed releases electronically.

What about video/photos at events?

- If someone from UF/IFAS is planning to capture your event, it is best practice to let participants know. This can be done by either putting a sign near the entrance of an event and or placing similar language on a sign-in sheet. **Note:** you do not need to advertise other participants might take cell phone photos, that is beyond our control.

What about working with partner agencies?

- If working with a school that says it has release forms on file, it is not the responsibility of UF/IFAS to go any further than to confirm this with the school.
- When teaming up with a stakeholder group for an event, someone from UF/IFAS who is helping to coordinate the event should include this as a discussion item during event planning.

Social Media

- If a stakeholder group posts video/photos on social media that a UF/IFAS account is interested in re-posting, reach out to the group first and inquire about release forms. If you can't verify they were signed you should not repost.

What about Photos.IFAS.ufl.edu?

- UF/IFAS Communications maintains this database and has already secured proper permissions, so there is no need for further action on your part.

Working with Children

- All children under age 18 should be treated as minors
- Do not use any video/photo depicting an identifiable child *even in a crowd shot* unless the parent or guardian has completed a release form.

A note about 4-H

- 4-H standard procedure is to have releases on file signed by a parent or guardian that is good for one calendar year. If 4-Hers are involved in your activity, check with your local 4-H leader about their signed release forms.