

Photo Release Guidelines

The Hays Public Library (HPL) will have visible documentation throughout the building and on the website stating that, "The Hays Public Library reserves the right to take and use photos and/or video for promotional purposes including brochures, newsletters, magazines, and web and social media sites, or offer them for publications in other non-HPL newspapers, magazines and websites without notification. If you do not want to be photographed, please notify a member of the HPL staff."

Release of Photograph Form Not Required:

For programs and events held at the library:

A member of the HPL staff will need to announce at the beginning of each program or event that:

"The library may photograph or videotape you for library promotional purposes. Please notify a member of the library staff if you **do not want to be photographed."**

Group photos can be taken without a release form with the new photo release guidelines posted throughout the library. However, if you zoom in for a close-up on one particular person in a large group, you will still need to get a Photo Release Form signed from that person.

The following announcement may be used on program publicity materials, but it is not to take the place of the official announcement at the beginning of each program:

"Programs and events are photographed or videotaped for library promotional purposes. Please notify library staff if you prefer not to be photographed."

Patron & Outside Organizational Guidelines

Patrons or outside community groups using the library for meetings may take photos in the library without permission or the use of photo release forms. If they are setting up a formal photo session or if they are with a local news organization, they must first contact the PR Coordinator or Library Director for approval.

Promotional Photographs:

Any photograph can be considered promotional, such as; photographs posted on a web or social media site, published in a printed piece or other media, which are used to promote a project, program, event, or any other HPL interests. A promotional photograph would be expected to be used for a longer period of time than a news event photograph, such as, a month, a year, or longer.

- **Employee Images:**

A photograph of an employee engaged in normal work activities related to their job description does not require a photo release. However, as a courtesy, it is suggested that a photo release be obtained for any photographs used for long-term promotional purposes.

- **Volunteers & Patrons:**

A close-up, or posed photograph of a volunteer or patron should not be used without a signed photo release. An exception would be a photograph of a recent news event that is only available for a limited time.