

COVID-19 PHOTO AND VIDEO POLICY

From the Communications and Marketing Office

Campus Social Media Managers,



As we continue to navigate the online space, it's important to be mindful of how we are visually representing the "new normal" at St. Ambrose University. As representatives of campus offices, academic programs, sports teams, and other campus groups, **it is our responsibility to model the appropriate behaviors that are being required on campus.**

SAU social media managers and figures must adhere to the following policy when posting photos and video on social media. It is strongly recommended to **only post photos and videos that clearly show subjects that are both properly wearing masks and observing social distancing.**

WHEN POSTING CONTENT THAT IS CURRENT

As mentioned above, posting new photos or videos is preferred, but it is still important to make sure that the content is modeling the appropriate behaviors.

- **Subject(s) are wearing their masks properly** (fully covering both the nose and mouth, not around the neck or chin, etc.)
- If indoors, subjects must be wearing masks properly and observing social distancing when possible.
- If outdoors, subjects must be wearing masks properly and observing social distancing when possible.
- Exception:
 - The subject(s) are clearly in their residence hall and in their own room, where masks are not required.

WHEN POSTING CONTENT THAT WAS TAKEN BEFORE COVID-19

If it is not feasible to post new content, **one of the following options must be used.**

- Add a clear disclaimer to your caption that your content was taken prior to COVID-19 (example: "Please note this photo was taken before social distancing measures were put in place." "This photo was taken August 2019."
 - **Be advised that this option will require extra oversight of your comment section.** If someone doesn't read the caption, it is strongly recommended you respond and clearly re-state your disclaimer.
- Add a clear text disclaimer on the image or video itself.

We thank you for your effort and taking your responsibility as an SAU SMM seriously. If you have any questions please contact Lindsey Row, Social Media Specialist.

RowLindsey@sau.edu

563-333-5216