

# DCMGA Photo Use Policy

**Procedure Owner:** Communications Systems Director

## Objective:

To implement a process that will make sharing of photos for use by DCMGA easy for all members of the organization.

## Overview:

Photos taken at DCMGA events and activities and made available either on our Community Facebook page or in our Google Suites for NonProfits folders are considered released for use by DCMGA for both public and internal purposes.

## Definitions:

As required to define any unique terms.

## Responsibilities:

Photographers – Post pictures to the Community Facebook page; store photos on the DCMGA Google Suites for Nonprofits folders. On Google Suites, if attribution is requested, photo title must follow this naming convention:  
Year\_Month\_Day\_Project\_FirstName\_LastName

Users of photos – Provide attribution to photographers to the extent possible. Contact photographers for permission if using a photo not taken at a DCMGA event or activity (i.e., private yard) or obtained through direct sharing. Use the Assignment of Rights to Use a Photo Form.

## Procedure:

Sharing of photos will be done through our Google Suites for NonProfits DCMGA account. Each project will have a folder within our account. All Board Members and certain members of the Communications Team will be given initial access. Project managers may provide additional access to their team members as they see fit. Folders should be used to store not only pictures, but also project materials such as budgets, schedules, etc. Any document used to successfully manage the project should be in that folder. This will also make it easier for new project managers or others to step in to help. Project managers may set up subfolders within their folder as appropriate.

Photos may only be posted to the account by the photographer for the purpose of supporting DCMGA.

Photos taken at DCMGA events, DCMGA projects or other DCMGA activities and posted to the DCMGA Community (Secret) FB page are also excellent sources for DCMGA publicity and historical records. They should be easily accessible for DCMGA use and will be considered permissible for such use when posted. This blanket release applies only to photos taken at DCMGA events, DCMGA projects or other DCMGA activities, and does not apply to personal sharing of photos.

Placement on the Google Suites for Nonprofits DCMGA account or on the DCMGA Community (Secret) FB page of DCMGA projects and activities does two things:

1. The photographer grants DCMGA permission to use the photo for any purpose, including outside publication
2. The photographer represents and warrants that they are the creator of photograph and the sole owner thereof and that no other party has any right in or to the photograph. Photographers who choose to sell a picture after it has been loaded to the account, must remove it upon sale and notify the DCMGA Communications-Systems Director.

Photographers who wish to be credited in the use of the photo must use the following naming convention:

Year\_Month\_Day\_Project\_FirstName\_LastName

For example: 2020\_Feb\_19\_VOF\_Steve\_Simpson

Attribution may be accomplished by a note near the photo including the photographer's name followed by DCMGA. Example: John Doe, DCMGA or Photo by John Does, DCMGA. Attribution may also be accomplished by inclusion of a Photographers Watermark on an Image stored to our Google Suites for Non Profits.

If multiple pictures are taken at one event, they should be numbered:

For example: 2020\_Feb\_19\_VOF\_Steve\_Simpson-2

Note that there are underscores between each section of the file name – not dashes; the number after the photographer's name is preceded by a dash.

Photos obtained by other means – direct sharing or non-DCMGA activity photos from Facebook – will be used only if the photographer grants permission through an email or Assignment of Rights to Use a Photo form, available on the Member Forms page of our website.

## **Records:**

The email granting permission or the Assignment of Rights to Use a Photo form will be stored in the DCMGA Google Suites for NonProfits>appropriate folder for the project or activity. The DCMGA Photo Use Plan and the Implementation Plan will be stored in the Communications Team folder, as will documentation of completion of each step in the Implementation Plan.

## **Revision:**

Approved by DCMGA BoD on 4/1/2020.