



Marketing and Communications Office

Photo Use Policy

POLICY PURPOSE

Enrolled students are required to abide by all College policies, including the Photo Use Policy. With this policy, Erskine College and Theological Seminary notifies you that your image may be used for marketing purposes. Photos may be taken at any time in public spaces on campus.

DEFINITIONS

For the purposes of this policy the terms below have the following definitions:

Department: an office, department, institute, program, or academic or administrative entity of the College

College: Erskine College and/or Erskine Theological Seminary

Marketing or Promotion: communication(s) for the purpose of increasing engagement, raising general awareness or eliciting participation in any form, whether through attendance, enrollment, or any form of volunteerism or philanthropy

News: a factual account about an individual, initiative, event, body of work, etc. that would be “new” to the reader for the purpose of relaying information for advancement of knowledge

PHOTOGRAPHY AND VIDEO

To represent the College most authentically, its students, staff, and faculty are used in photography, videography, interviews, and audio recordings. The College focuses on taking images that can be used broadly across multiple communications channels and that represent the campus community or environment.

College Visitors

For any purposes beyond personal use, explicit permission to photograph or video must be obtained from the Marketing and Communications Office, or, in the case of athletic events, the Sports Information Office. The appropriate Department will review the request and provide any specific guidelines or restrictions for photography or filming.

Those who have been granted permission to photograph or video will be issued a media pass. Only individuals with an approved media pass are authorized to take photographs or to film in non-spectator areas at events. Media passes must be visible at all times during the event.

For questions about obtaining a media pass, contact the Marketing and Communications Office at communications@erskine.edu.

Events

Because events may not be limited to the campus community, it is recommended that signs addressing photography and videography be posted at activities and events where feasible. It is recommended that event assets such as flyers, programs, or web pages also reference that photography and videography will be collected.

The following statement is suggested:

Please be advised that by attending this event you are agreeing to being filmed and/or photographed, and the resulting assets may be used for college marketing or promotional purposes. If you do not wish to be included in videos or photographs, please notify an event photographer or videographer.

Minors

When photographing or filming non-students younger than 18 years old, a release from the child's parents or guardian is required. The sponsoring department should keep the release on file.

CONSENT AND RELEASE

The College may copyright and/or publish any and all video, audio, and photographs in print (including but not limited to brochures, direct mailers, postcards, and advertising) or electronic format (including but not limited to social media, websites, advertising, and email campaigns) in which students, staff, or faculty appear or speak.

The College may use, edit, or reproduce such assets or share them with others for any purpose related to the Marketing and Promotion of the College and its related programs and activities. The College may use such assets for Marketing or Promotion without compensation to you.

According to federal law, there is no reasonable expectation of privacy in public; therefore, it is within the rights of the College to take photos of things and subjects visible in public spaces. The Photo Use Policy applies to students, faculty, staff, alumni, and all other campus visitors.

Image manipulation is not practiced by the Marketing and Communications Office, with the exception of minimal use of professional grade photo presets.

The Marketing and Communications Office does not ordinarily obtain specific photography consent release forms, as there is no reasonable expectation of privacy in public spaces on campus, including but not limited to:

- The Mall

- Classrooms
- Moffatt Dining Hall
- Watkins Student Center
- Athletic Facilities
- McCain Library

Withdrawal

The College will honor, to the extent reasonable, any request to cease the use of an image for Marketing or Promotion from the individual whose image is being used. Written notification must be sent to the Office of Student Development and the Marketing and Communications Office.

EXCEPTIONS

Images used for news do not adhere to this policy and are instead governed by fair use laws and guidelines.