

## Photography and Filming Policy

### Policy:

We love seeing your library photos and videos on social media! You may take personal photos or videos of any of our buildings, materials, or artwork as long as no people are in the photos or videos. You can also take personal photos or videos of people you know, as long as everyone consents. No photos or videos may be taken of other people in the library without their express consent.

We welcome film requests by the news media and others for stories directly involving the Library's programs, resources, collections, and services. Requests must be received at least two weeks in advance of the date of filming and emailed to the Library's Marketing and Communications department at [marketingteam@aclibrary.org](mailto:marketingteam@aclibrary.org) for approval.

Any photography or filming that disrupts library members' use of the Library or prevents staff from performing their duties is prohibited ([see Policy 4.01, Public Behavior](#)).

Library staff may document Alameda County Library's programs, classes, and workshops through photographs, video, and podcasts. Members who participate in the Library's programs, classes, and workshops may be photographed, video-recorded, or audio-recorded. Library staff may use the media documentation of members on the Library's website, social media, blogs, and in all print materials, to market and promote the Library's programs and services. Members will not have their names disclosed in promotional media without their permission.

### Guidelines/Procedures:

Prior to taking photographs, video, or audio recordings at a Library event (program, class, workshop), staff will inform members that photographs, video, or audio will be taken to market and promote the Library's programs, and could appear on the Library's social media channels, website, or in its print materials. If members do not want to be photographed, video-recorded, or audio-recorded, staff will respect those requests, and not include those members in any media documentation. This protects the privacy of members and families.

The following media notice will be posted at branch locations and on the website.

### **Media Notice**

You may be photographed or video-recorded during the program, event or class. By being present, you consent to the use of your and your family's images resulting from the photograph/video-recording, and any reproductions or adaptations of the images for promotion by the Alameda County Library and its partners and representatives. This includes but is not limited to all print, audio, digital, video, web, and social media with no limit on time or location. By consenting to the use of you and your family member images, you agree to hold the County harmless for such use.