

Add five words to the media release

Updating your media release for social media use

“Updating your media release form to include other online uses in addition to your website is a good idea.”

Carol Tilstra Nash

If you are using the recommended media release form, or it's verbiage typed into another form, we are recommending you add five words which will allow you to post photos or videos to your school's social media accounts in addition to the school's website.

The entire text is listed here with the five new words in italics. You can add these words to your forms or copy and paste the entire paragraph. If you copy and paste the whole paragraph ***please, please, please remove the italics.***

New media release verbiage

“This is to certify that I give permission to photograph and/or videotape my student for use on the school’s website, *other school-approved online promotions*, and in various school publications and printed media. I understand that all rights, title and interest in the photography or video images for said media outlets belong to the school and that I will receive no financial compensation for the use of these images or videotape. I further understand that the school may edit, copy, alter, or revise the photographs and/or videotape for use in their media outlets and that they will retain control over the use and distribution of the photographs and/or videotape. I have read this form and understand its meaning.”

Delegating:

All of this can be delegated.

Binder tab: November

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?