

USE OF PHOTOGRAPHY, VISUAL IMAGE AND CONCEPT IDEAS RELEASE FORM

Tip sheet for CSU Office of the Chancellor and CSU Campuses

1. Photography, Visual Image and Concept Ideas Release Form:

If you are going to use a photo of a person in which the face is clearly recognizable, the CSU requires that you have a photo release signed by the individual, or by the guardian if the person is under 18 years of age. If possible, try to indicate how the photo will be used, such as on the campus website, on Facebook, in a department newsletter, in a campus on-line or print publication. Or modify the photo release to indicate the various ways the photo could be used. The photo release forms are available in English and in Spanish.

2. Social Media Images: If you are going to repurpose a photo or video from a social media channel (beyond a retweet, share or Storify of the fully-intact original content), the CSU requires you have the Photography, Visual Image and Concept Ideas Release Form signed by the individual, or by the guardian if the person is under 18 years of age. The signed photo release does not give CSU legal ownership, just permission to use. If possible, indicate how the photo will be used, such as on a website slider, in a digital campus publication, in printed campus collateral or modify the release to indicate the various ways the photo could be used.

3. Stock Images: Communications maintains a library of stock images and has contracts available to purchase photography as needed for specific projects. Should you wish to purchase or have a stock image you would like to use, please check with Communications.

Stock photography is purchased with specified licenses and terms, which outline the permissible digital and print uses, time frames and guidelines of each photo purchased. The CSU can only use the image purchased within the scope of the agreement.

The photography may not be altered or used in other print or digital uses other than the one(s) originally intended. You may not sell, rent, loan, give, sublicense or otherwise transfer to anyone, the right to use the stock photography purchased. You may however, transfer photography to a third party for the sole purpose of causing such third party to produce and/or manufacture your goods incorporating the content subject to the terms and conditions agreed upon when submitting request for photography. You should not use on Social Media or share any content by providing access to such content on shared disk drives, computer networks, servers, cloud network or other intranets of any nature or otherwise.

Check campus stock image contracts for usage guidelines.

4. Hashtag Disclaimer: Include hashtags in printed materials used to promote events. The materials should reference hashtags and encourage social media engagement:
#(CSU HASHTAG).

Use the disclaimer statements listed below when promoting hashtags and social media engagement:

Disclaimer for Printed Material:

Connect with and learn more about the CSU at **CSU Social Media**. By opting in and using the #(CSU HASHTAG) you acknowledge that your social media content may be used for promotional purposes by California State University. A release will still need to be signed for use beyond accepted social media uses (beyond a retweet, share or Storify of the fully-intact original content).

Disclaimer on Social Media Sites:

By opting in and using the #(CSU HASHTAG), you acknowledge that your social media content may be used for promotional purposes by the CSU Office of the Chancellor and/or campus Public Affairs. A release will still need to be signed for use beyond accepted social media uses (beyond a retweet, share or Storify of the fully-intact original content).

5. Signage at Events: Display signage at events to give notice that videotaping and/or photography is in progress, and take a photograph of the sign on display at the event as a "record" of posting.

Example Language Notice:

Today's event will be videotaped and/or photographed. By attending today's event you are agreeing to have your likeness recorded for possible (non-commercial) use.

6. Credit: Whenever possible, confirm how the image owner would like to be credited.