



SOCIAL MEDIA PHOTO GUIDE

Hazelwood School District 2021-2022

When taking photos and videos for social media, please keep the following guidelines in mind. If you have questions or concerns about photos/videos, please contact the HSD Communications and Public Relations Department.

Guidelines

- Since masks are required, individuals in photos should always be wearing masks. Make sure both the mouth and nose are covered.
- Due to social distancing guidelines, a photo showing just one student might be safest to share.
- Keep an eye on what is in the background of the photo. If people are not wearing masks correctly in the background or social distancing, it could create a comment storm on social media.
- Do not share photos/videos of students on your personal social media pages. Photos/videos can be sent to the staff member who manages your school's social media pages or they can be sent to info@hazelwoodschoools.org.
- Follow FERPA requirements by making sure no one included in the photo/video has opted out of being photographed or filmed.

Photo and Video Ideas

- Students engaged in learning or posing with their art work
- Students posing with a book they are currently reading
- A video of a student reading out loud

