

# City of Norman Animal Welfare Center

## Animal Welfare Group Agreement for Photograph, Video and Social Media Use

Animal Welfare Group Name: \_\_\_\_\_

Representatives who will be taking photos or managing  
social media sites (Names)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

The Animal Welfare Group, listed above, (hereafter referred to as the “Group”) is volunteering its services at the Norman Animal Welfare Center. The Group fully understands and agrees that their members are not employees of the City of Norman, but by functioning as a volunteer group assisting, representing, and recognized by the City of Norman, the Group does acknowledge that they are representatives of the City of Norman and must act in a professional manner as expected by all city employees, committees and boards.

The Norman Animal Welfare Center requires Group leaders to be responsible and respectful promoters and champions on behalf of the work and activities of the Animal Welfare Center, including through the use of social media. The term “social media” includes, but is not limited to, forums, social networking sites and Instant Messaging, such as Twitter, Facebook, LinkedIn, YouTube and MySpace. Caution must be utilized when using social media sites to ensure that any posts are not perceived to be the opinion of the City of Norman or the Norman Animal Welfare Center, and that the posts do not reflect negatively on the City of Norman or the Animal Welfare Center, and do not refer to or release any confidential information or information that would not normally be available to the public.

The Group will be permitted to take photographs and/or video of animals located in the public areas of the Norman Animal Welfare Center but specifically excludes any areas where animals are quarantined for medical or behavioral issues. The photographs should reflect favorably to the animal and should not

intentionally or unintentionally show activity or areas which could be viewed as undesirable for the animals, such as the crematories, euthanasia room, ill animals or dirty cages.

The Group should provide a copy of any photos or videos taken to the Norman Animal Welfare Center so that the Animal Welfare Center may also use the photos or videos as needed to promote the animals for adoption or reunification with the owner. The Group authorizes in advance the use of the name of the Group and individuals, pictures, photographs, or videos for the City to use in educational, advocacy, fundraising, news articles, stories, or other activities to promote animal adoptions or reunification with an owner.

The Group understands that they may post photographs or videos they take on their own social media page or website or the social media page or website of any rescue group or non-profit organization which they are otherwise affiliated, for the purpose of identifying the animal for adoption or reunification with its owners and encouraging the same.

All Groups who participate in Social Media use on behalf of the City of Norman, Animal Welfare Center are expected to understand and follow these guidelines.

- Be professional; remember you are an ambassador for the City of Norman, Animal Welfare Center. When appropriate, you may disclose your role with the Animal Welfare Center.
- The Norman Animal Welfare Center depends on strong community support and good will. Our reputation is a valuable asset. Postings should consider whether they are potentially damaging our reputation before a posting is made to any site, especially if/when you identify yourself as a volunteer at the Norman Animal Welfare Center.
- Be credible, accurate, fair and thorough. Post meaningful, respectful comments: no spam and no remarks that are off-topic or offensive. Posts shall not be defamatory, harassing, libelous, or creating a hostile environment.
- Be responsible and deliberate. Take the time to consider your words carefully. Remember online comments are permanently available to all, and may be republished in other media and taken out of context.
- Respect confidentiality and the privacy of others. Avoid publishing information about information or individuals that may not be generally available to the public.
- **Should any replies or comments posted by others violate any of the listed guidelines, they will be removed or deleted from the social media sight by a Site Administrator as soon as possible.**

The Group recognizes that they are legally liable for anything they post or present, including on a Social Media sites. The Group may be sued by employees, individuals, companies, or other animal welfare groups that view the Group’s commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment. The Group holds harmless and forever discharge the City of Norman and all related parties from any claims, causes of action or expenses of any kind or nature arising from or related to the volunteer services and use of photographs, videos and/or postings that the Group makes to any website or social media site.

Animal Welfare Group Representative (printed name)	Title (President, etc.)	Signature	Date
Animal Welfare Center Representative (printed name)	Title	Signature	Date