

Garden Club of New Haven, Inc.

Communications & Social Media Policies and Procedures

Effective Date: May 28, 2026

I. Purpose and Scope

The Garden Club of New Haven, Inc. (“GCNH”) uses GCNH-approved social media platforms, a website, newsletters, the Directory and Handbook, bench shows, and photography slideshows as its channels of communication, and may choose to use others in the future.

- These policies set guidelines for posting content on behalf of GCNH.
- These policies protect member and non-member privacy and ensure compliance with Connecticut law.
- These policies apply to all GCNH-affiliated content, including but not limited to social media platforms and the public pages of GCNH website.
- These policies do not govern members’ personal social media unless they post on behalf of GCNH or use GCNH-owned images.
- Members-only content (website Members Area, newsletter, Directory, Handbook) may not be shared outside the organization without the president’s consent.

II. Designated Social Media Administrators

Only people authorized by the Board (“Authorized Administrators”) may post to GCNH-approved social media platforms and on the public pages of its website.

- The Board will keep a current list of Authorized Administrators and review it annually.
- No one else may post, edit, or delete content on these GCNH platforms.

The Board may appoint someone to review content before it is published.

- If the reviewer and poster disagree, the Board will decide before the content is posted.

III. Posting Photographs of Identifiable Members and Non-Members

Do not post any photo in which a Member or Non-Member can be recognized to any GCNH-approved social media platforms or on the public pages of its website unless the identifiable individual has signed a consent and release. Use *Photo and Image Consent and Release Form*.

- Keep the signed Release Form on file.
- Consent stays in effect until the Member revokes it in writing.
- GCNH cannot control content already shared by third parties but will request removal when possible.

"Member" means any current Provisional, Active, Associate, or Sustaining Member of GCNH

"Non-Member" means GCNH honorary members, award recipients, scholars, speakers, guests, visitors, vendors, and family members of Members

Exception: You may post a photo where a non-consenting Member appears incidentally in a large group and cannot be easily identified.

- Use this exception cautiously.
- You may edit the image to remove the non-consenting Member.
- If in doubt, do not post until you have consent.

If any Member or Non-Member asks you to remove their photo, do so promptly—even if they previously gave consent.

IV. Photograph of Identifiable Individual Release Exception

Before taking photos at a GCNH event, to which the general public is invited, give notice to all attendees that photos may be taken.

- Include a written notice in all event registration materials and communications sent before the Event.
- The notice should say substantially:

Permission to use photography or video: Please be advised that photographs and/or video may be taken at this event for use on the Garden Club of New Haven's social media platforms and website. If you do not wish to be photographed, please notify the GCNH or photographer at the event.

- A printed sign containing the same or substantially similar notice must be displayed at the entrance to the Event venue.

Important: Even with notice, you should still obtain written consent before posting photos of identifiable individuals.

V. Photographs of Minors (Under 18)

Do not post identifiable photos of anyone under age 18 in any circumstances whether with or without the written consent of the minor's parent or legal guardian.

VI. Use of Photographs and Other Content Taken by or Belonging to Members

When a Member submits content or images to GCNH, that submission is permission to use it in all GCNH channels of communications. Credit will be given to the source of the image or content if the source requests it in writing.

VII. Use of Photographs and Other Content Taken by or Belonging to Non-Members

Do not use any Non-Member's photo or content without first getting the copyright holder's written permission. Use *Content Submission and Release Form* whenever possible.

- The written permission should identify the images, describe permitted uses, state whether it is exclusive, whether you may edit, and whether attribution is required.
- Unless told otherwise, give credit as "Photograph by [Name]" or as the photographer specifies.
- **"Non-Member"** includes GCNH honorary members, award recipients, scholars, speakers, guests, visitors, vendors, and family members of Members

VIII. Photographs Taken by Professional Photographers

When hiring a professional photographer, try to get a written agreement where the photographer assigns all copyrights of photos taken to GCNH.

- If the photographer will not assign copyrights, the agreement should specify: whether GCNH can use photos on social media, whether the license is exclusive, any time limits, and attribution requirements.
- The agreement should also say whether the photographer can use the photos for their own portfolio or marketing.
- **Remember:** Paying for a photographer does not automatically give GCNH copyright ownership—you need a written assignment.

IX. Photographs Found Online or on Third-Party Social Media

Do not use any photo found online or on others' social media without express written permission from the copyright holder.

- Just because a photo is online does not mean it is free to use. Stock photos also require proper licensing.
- Unauthorized use of copyrighted photos can expose GCNH to legal liability.
- You may use a platform's native "Share" or "Retweet" features to share others' content, as long as this follows the platform's terms of service and these policies.

X. Revocation of Permission

Anyone may revoke permission to use their photo or other content by providing written notice to GCNH.

- Once GCNH receives notice, promptly remove the content from all GCNH platforms.
- Confirm in writing that the content has been removed.

- If third parties have shared the photo, make reasonable efforts to request removal, but GCNH is not responsible for third-party actions.

XI. Non-Photo Posts

All non-photo posts (text, comments, links, shared content) must be truthful, professional, and consistent with GCNH's mission. Posts must not be false, defamatory, or offensive; disclose confidential information; or infringe on others' intellectual property. If you discover an error, correct it promptly and acknowledge the correction if appropriate.

XII. Amendments

The Board may amend these policies by majority vote at any meeting, with at least 14 days' notice to Members. Amended policies will be distributed to all Members and Authorized Administrators.

XIII. Notice

These policies and any amendments will be posted in the Members Area of the GCNH website.