

Social media guidelines

You may share photos and videos on social media, following the guidelines below.

You may not share artwork on social media.

Guidelines

- You **must have signed permission** from each person before their image, in a photo or video, is shared on social media, both from Roots of Empathy and from the school. This includes students, parent and infant, classroom teacher and Instructor any observers.

If you do not have signed Roots of Empathy permission for any individual, you may not share their photo or video on social media.

- Please **only take photos of the family visit** and not during the pre and post visits when children may be sharing thoughts and feelings. Do not share any images or comments from the pre or post classroom visits. This could jeopardize the safe environment the children need to share their thoughts and feelings and could compromise program integrity by revealing our curriculum.
- Please only take videos during the family visit and **keep the videos short**, no more than one minute.
- Please do not share any text that references Roots of Empathy intellectual property, such as describing the **curriculum, content of the themes, purpose of toys, etc.** This is to protect organizational and programmatic integrity.
- Please ensure there are **no personal or identifying details**, such as names or specific comments from the children. We may think no one will know who has made a particular comment, but someone might. **We want the children to feel safe** in their Roots of Empathy classroom.
- Please follow best practices, including:
 - ensuring the **baby is wearing the Teacher t-shirt** and that it fits snugly so the logo can be seen
 - having only **one toy at a time** on the blanket
 - parent and baby are **sitting on the edge of the green blanket** with no children sitting behind them

