

Introduction

Roots of Empathy has built a strong international brand presence in print, broadcast, and increasingly via social media. Organizational and program integrity are key elements of the Roots of Empathy brand, as are the protection of the children and adults in our programs. These guidelines are intended to support you as ambassadors of the Roots of Empathy organization. Your adherence will contribute to the ongoing success of Roots of Empathy.

Permissions

It is crucial that we have obtained signed permission forms before we use images of any children or adults in our programs in any way, including in the classroom, in media and social media, on the Roots of Empathy website, in promotional materials and in organizational proposals and reports. This protects the children and adults, as well as the Roots of Empathy organization. The permission forms are the **Roots of Empathy Photo/Video and Artwork/Writing Release Form for Children's Parent or Guardian**, and the **Roots of Empathy Photo/Video Release Form for Baby's Parent** which are available on the Instructor Dashboard. If you do not have signed permission for anyone in the class, then you cannot take or share their photo.

- Permission forms must be submitted to Roots of Empathy as soon as you receive them, and definitely before you submit any photos or videos from that classroom.
- Permission forms should be submitted via the photo upload link available on the Instructor Dashboard, or as digital files to communications@rootsofempathy.org. You will receive confirmation that we have received them.
- You can either scan and send the permission forms, or simply take a photo of each one with your phone and send those images.
- If you choose to email the permission forms, please ensure the words 'Secure' and "Permission forms" are in your subject line and add information in your email to help us organize and use them well, including date, location, school, grade, Instructor name, and baby and parent name if applicable.
- Once you have sent the permission forms via the upload link on the dashboard or by email, please keep the permission forms in a safe place, as they contain sensitive data. At the end of the program year, shred the permission forms and delete the images from your phone.
- Roots of Empathy permission forms allow for the sharing of photos, videos and artwork only by the Roots of Empathy organization and the Roots of Empathy Instructor who has agreed to these guidelines. The permission does not extend to the personal social media channels of the classroom teachers, the volunteer family, or others who may be observing the class.

Communication Guidelines

Social Media

Social media is a popular way to celebrate participation in our program and we encourage safe sharing of images and comments on Facebook, Twitter and Instagram. As mentioned above, our first priority is always the protection of students, infant and parent, classroom teacher and Roots of Empathy Instructor. The impact of a Roots of Empathy program in a classroom and its efficacy in developing empathy in the students germinates from the safe environment created through the design of the program.

In agreeing to be a volunteer Roots of Empathy Instructor:

- (a) you agree that you will not take, use or share any photos or videos for which Roots of Empathy has not obtained permissions; and
- (b) if you take photos or videos for which Roots of Empathy has obtained permissions, you agree to these guidelines and wholly assign any copyright in all photographs and videos you take at a Roots of Empathy program to Roots of Empathy. Roots of Empathy hereby gives you permission to use such photographs and/or videos taken by you (unless such permission is revoked by Roots of Empathy, which it can do in its sole discretion at any time) on social media. In using photographs and/or videos, please refrain from including personal or identifying details (such as names or specific comments) about anyone in the photographs or videos, as it may inadvertently subject participating students to unwanted attention, destroying the trust and security so important to the success of the program.

Photo/video/artwork sharing guidelines for social media

- There must be 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. If you do not have permission for any individual, you should not take their photo.
- 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 artwork, as it does not facilitate a risk-free learning environment. Artwork that can be shared is decided by communications, and shared on Roots of Empathy social platforms. Please know that you can share/re-post any of the posts that communications publish on Roots of Empathy social platforms (Instagram, Facebook, Twitter, LinkedIn).
- 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.

Communication Guidelines

- 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

For guidelines on taking classroom photos and what we are looking for, please see the **Taking Classroom Photos** document and video on the Instructor Dashboard.

Children in the media

Media requests involving children must be passed directly to the Roots of Empathy Communications Department at communications@rootsofempathy.org. Children should be interviewed only after written consent specifically for that interview has been provided, and Roots of Empathy has approved the request. The permissions obtained through the program are for the use of Roots of Empathy and do not allow Roots of Empathy Instructors or outside organizations, including but not limited to, schools, boards of education, support agencies, or lead agencies, to use photographs and videos taken at Roots of Empathy programs without prior consent from Roots of Empathy. This includes digital, print and broadcasting applications. Please forward any requests for the use of Roots of Empathy photos or videos to the Communications Department at communications@rootsofempathy.org. For guidelines on using photographs and videos in social media, please see above.

Media Relations

Roots of Empathy relies on the expertise and experience of its local representatives to facilitate and assist in dealing with media relations; however, all requests from the media, as well as all materials supplied to the media on behalf of Roots of Empathy, are to be forwarded to the Communications Department at the International Office at communications@rootsofempathy.org.

- Only a spokesperson designated by Roots of Empathy for that specific media request/event should speak to any media on behalf of Roots of Empathy.
- Anyone speaking to the media will be briefed and supported through updated speaker notes and backgrounders provided by the Communications Department in a timely manner, as required.
- Both Roots of Empathy and local representatives will monitor media coverage in digital, print and broadcast after any media event, to ensure all coverage is collated and filed. Significant local coverage should be forwarded to the Communications Team for further distribution and inclusion in media summaries, reports, etc.

Definition of Relationship

Roots of Empathy is internationally respected and recognized, and its brand integrity given the highest priority. All entities partnering with Roots of Empathy in any way are to clearly define the relationship between the two organizations, establishing agreed terms of reference within marketing and communications, including, but not limited to:

- print materials (including stationery, marketing, promotional and instructional materials, including T- shirts)
- digital coverage: websites, social media and all digital channels
- media: print, broadcast and digital, appearing anywhere, worldwide

All public reference to Roots of Empathy in word, speech or graphic (through logos, photos, images, etc.) must first be approved in writing by Roots of Empathy International Office.

Use of Roots of Empathy Logo

The Roots of Empathy Logo is a registered trademark and is used for both the not-for-profit organization and its flagship program, also entitled Roots of Empathy. The logo's use must adhere to "Roots of Empathy Logo Use Guidelines," a separate document available from International Office. The Roots of Empathy branding includes the following components:

- Signature (made up of symbol and name)
- Tagline 1: "Changing the world, child by child."
- Mission statement: "Building caring, peaceful and civil societies through the development of empathy in children and adults."

All applications of the Roots of Empathy logo, or any of its components, must be approved by the Roots of Empathy International Office.

Promotional Materials

Any and all materials promoting the Roots of Empathy program should include the Roots of Empathy logo, and must be approved in writing by Roots of Empathy International Office.

It should be noted that many of the documents provided by Roots of Empathy in support of program implementation are either directly related to curriculum or standardized to apply in all instances of use (and in any country offering the program), facilitating consistency in branding, organizational integrity and production efficiencies. For this reason, co-branding is not always possible for all materials provided.

Events and Publicity

All events and publicity involving Roots of Empathy should be planned and managed in cooperation with the Communications Department of Roots of Empathy, to ensure support from this office is optimized.

If you have any questions, please contact:

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Director of Marketing &

Communications

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