



teaching  
children  
excellence

# Social Media & Photography Policy

(For Staff and Volunteers of NDI New Mexico)

## Introduction

At NDI New Mexico, our work is full of moments worth celebrating – small victories, big breakthroughs, and the everyday stories of joy and impact our students experience in classrooms, gyms, and studios across the state. Sharing these stories helps our community understand the impact of our mission, strengthens our relationships with families and partners, and inspires continued support for our work.

As ambassadors of NDI New Mexico, each of us plays a role in telling that story with care, intention, and respect. To protect our students' privacy and honor the trust families place in us, it's essential that we follow clear and consistent guidelines whenever we capture or share photos, videos, or information about children in our programs.

This Social Media & Photography Policy is designed to support you in doing both: **sharing the heart of our mission while ensuring every child's safety, dignity, and legal protections.**

Thank you for helping us lift up our students' stories – and for doing so responsibly, thoughtfully, and in alignment with the values that define NDI New Mexico.

## 1. Purpose

This policy ensures that photographs and videos of children participating in NDI New Mexico programs are handled in compliance with federal law (FERPA, COPPA, HIPAA), New Mexico state law, and the trust placed in us by families and schools.



**teaching  
children  
excellence**

## **2. Federal & State Legal Foundations**

- FERPA (Family Educational Rights and Privacy Act): Protects student information. Staff may not disclose identifiable student images without parental/guardian consent when tied to school activities.
- COPPA (Children’s Online Privacy Protection Act): Applies to children under 13. Parental consent is required for online posting or distribution of their photos.
- HIPAA (Health Insurance Portability and Accountability Act): Applies if any health information is disclosed. No medical identifiers may ever be shared in photos.
- New Mexico Law: Unauthorized distribution of sensitive images of minors is a crime (NMSA §30-37A-1). While program photos are not “sensitive images,” improper distribution without consent could expose the organization and staff to liability.

## **3. Staff Rules for Photography & Social Media**

### **A. Taking Photos**

- Staff may take photos of youth only during program activities and only for approved organizational purposes.
- Staff must verify that a signed parental/guardian media release is on file before photographing any child.
- Photos should focus on groups or activities, not close-ups of individual children, unless explicitly consented to.
- Photos may not include:
  - Identifiable student records, documents, or name tags.
  - Situations that could be construed as embarrassing, unsafe, or exploitative.



**teaching  
children  
excellence**

## **B. Use & Sharing of Photos**

- Photos taken in the course of work are the property of NDI New Mexico, not the individual staff member.
- Staff may not post, text, or share photos of students on personal devices, personal social media accounts, or with third parties.
- Only the organization's designated communications staff may post student photos on official channels – and only with proper parental consent.

## **C. Confidential vs. Public Use**

- Confidential (required by contract): Photos shared with the New Mexico Department of Health for grant reporting are restricted to organizational channels and not for public distribution.
- Public (optional): Photos used on social media, websites, newsletters, or press must have separate parental consent. Staff may not assume DOH consent covers public posting.

## **D. Devices & Storage**

- Photos must be taken only on organization-issued devices whenever possible.
- If personal devices are used (with supervisor approval), photos must be uploaded to the secure organizational system within 24 hours and deleted from the personal device immediately.
- Photos must be stored securely and never retained for personal use.

## **4. Prohibited Conduct**

- Taking photos of children without consent.
- Sharing, posting, or transmitting photos of children on personal accounts.
- Using photos of children for personal gain or outside organizational purposes.
- Failing to follow deletion and storage protocols.



**teaching  
children  
excellence**

## **5. Enforcement**

- Violations of this policy may result in disciplinary action up to and including termination, and may also expose the staff member to civil or criminal liability under New Mexico law.

## **6. Acknowledgement**

All staff and volunteers must sign an acknowledgement form confirming they have read, understood, and agree to comply with this Social Media & Photography Policy.