

## Guidelines for Photography/Videography on Campus: Spring 2021

As communicators, we have a responsibility to consistently illustrate the healthy, safe behaviors we expect our community to adhere to.

### GROUPS

Any group of 2 or more individuals should all be wearing masks, whether they are indoors or outdoors, and all must follow proper social distancing guidelines (6 feet of space between all individuals). This applies regardless of whether the person is a researcher in a lab, or a student on the Green.

- As of April 2020, face coverings are to be worn at UVM whenever you are in the presence of other people or in a public setting. Face coverings are required in the State of Vermont in all public settings where social distancing may not be possible.
- Pay special attention that masks are worn properly (from the bridge of their nose to below their chin). Non CDC-approved face coverings (for example bandanas, neck gaiters) should not be showcased in prominent ways as there is conflicting information regarding their efficacy.
- Even in a setting where distancing is possible, groups should wear masks as to help normalize this imagery, reassure our community, and promote healthy, safe behaviors.
- If 6 feet is not possible (e.g. two lab technicians who work in a tight spot), put as much distance as possible between subjects for the photo to still make sense *and* give the appearance of distance.
- Folks will miss context on social media in particular – so any students showcased should be masked *and* distanced, even if they are roommates. Consider each photo posted without the caption; taken out of context, does the photo still meet guidelines?

### INDIVIDUALS

If filming or shooting a single individual, and you can distance the subject from yourself and all other people, you may discuss with the individual if they are comfortable being filmed or photographed without a mask, providing that everyone else stays distanced and masked. Maintain as much distance as possible between yourself and the individual, ideally more than 6 feet, and keep cumulative time spent together under 15 minutes.

- Photographers/videographers should always keep their mask on, and maintain a six foot distance from the subject and any other people in a public setting.
- Time that the subject spends without a mask should be as limited as possible.
- Consider adding a footnote to your photos and videos if a subject is not wearing a mask, or if footage/photo was captured prior to the pandemic.
- Folks will miss context on social media in particular – so any people showcased should be masked *unless there is compelling reason to show them unmasked and the reason is obvious*. For instance, a researcher collecting samples alone in a field, a student eating alone on the Green, or a researcher working alone in a fume hood with lab coat, safety glasses, gloves, etc. Consider each photo posted without the caption; taken out of context, does the photo still meet guidelines?