



Photography and Videography Policy

Purpose

Alma College permits videography and photography on its campus under specific conditions to ensure it does not interfere with educational activities, pose safety risks, damage college property, or conflict with its interests. This policy applies to all individuals taking photographs or videography on campus, including students, faculty, staff, visitors, contractors, and media representatives. It covers both personal and professional photography activities.

1. General Guidelines Permission for Photography and Videography

Individuals are generally allowed to take photographs or capture video in public spaces on campus, including outdoor areas, and common spaces unless otherwise posted or restricted. However, permission is required by event organizers for specific events, private spaces, or when photographing identifiable individuals.

Students must obtain approval from the department hosting the event, before arranging photography and videography for capstone projects, performances, or other events.

Consent for Photography on Campus

By being present on the Alma College campus, individuals acknowledge and grant implied consent for photography and videography in public and common spaces, except where otherwise restricted. When individuals under the age of 18 are the primary focus of photographs—not including general audience or event photos or video recordings—prior written consent from a parent or legal guardian is required.

Respect for Privacy

Photographers must respect the privacy of individuals and seek prior consent before taking photographs of students, faculty, staff, or visitors in private or sensitive settings. This includes areas such as restrooms, dormitories, and offices.

Event Photography

The college reserves the right to close certain public areas or events on campus – such as art galleries, athletic events, archive collections, theater productions, concerts, lectures, performances, ceremonies, or other special events – to photography or videography, or to flash photography. Photographers may be required to follow specific guidelines set by the event organizers. Photographers are restricted from events in which the college has already procured a contracted photographer for communication and marketing purposes. Students, faculty, staff, and audience members will generally be permitted to take non-flash photography for personal purposes from their audience seating, subject to restrictions of this policy and specific guidelines set by the event organizers.

2. Commercial Photography Prior Approval Required

All commercial photography, including photo shoots for promotional, advertising, or marketing purposes must be approved by the College's Communication and Marketing Office and a request must be submitted through the [Photographer/Videographer Credential Request Form](#). This includes professional photographers hired by outside organizations or individuals affiliated with the College. For athletic event photography, a request must be issued through the [Credential Request Form](#).

Commercial Use

Any images or videos taken on Alma College property that will be used for commercial purposes (e.g., for a company website, advertisements, or product packaging) must have written permission from the College. Such use may involve payment or other arrangements.

3. Photography for Media and News Media Coverage

Journalists, reporters, and other media representatives must request permission from the College's Communication and Marketing Office prior to photographing or capturing video on campus. This includes coverage of campus events, individuals, or activities that may be shared publicly or through news outlets.

4. Public Relations/Marketing

Authorized photography and video footage taken for promotional, marketing, or media relations purposes may be used in any communications, including but not limited to Alma College's website, social media channels, brochures, and other materials.

5. Photography Requests and Permission Requests

Individuals wishing to take photographs for events, professional, or commercial purposes on campus must submit a written request to the Communication and Marketing Office. The request should outline the scope of the project, the dates and locations, and the nature of the photoshoot. Permission may be granted on a conditional basis.

Dress Code

To maintain professionalism and ensure that the focus remains on the event and its participants, all photographers and videographers are expected to dress in business-casual attire that is neat, neutral, and non-distracting. Avoid bright colors, bold patterns, or anything that may draw attention away from the event. When in doubt, choose simple, professional attire that allows you to blend in seamlessly with the event environment.

Credentials

All team members must have their credential lanyard visible or readily available to present to staff as proof of authorization.

6. Social Media Guidelines Social Media Sharing

Alma College encourages the sharing of campus experiences on social media. However, photographers must respect the privacy and rights of others, avoid posting images that could be considered offensive or inappropriate, and be mindful of others' consent when sharing images of people.

Tagging and Credits

When posting photos taken on Alma College property on social media, it is encouraged to tag the College's official social media accounts or credit Alma College, especially when the content is related to college events or activities.

7. Enforcement

Failure to comply with this photography and videography policy, which includes posting photographs and videos without permission, may result in the revocation of permission to photograph and capture video on campus and result in disciplinary action. Alma College reserves the right to remove unauthorized photographers or media from campus if they are not following this policy.

8. Contact Information

For additional information or to request permission for photography, please contact:

Sports Information Director

Alma College Communication and Marketing Office

Approved: 9/28/2026