



## Frequently Asked Questions

### **How can I ensure confidentiality for my young people when they're featured in photos and video?**

Confidentiality is essential for any young person, particularly those who share their past traumas or intimate details. Your organization's exact practices should be based on your overall confidentiality policy and licensing and grant requirements. However, a few good rules of thumb:

- Always secure written parent/guardian consent for youth who are under 18.
- Always explain to young people over 18 the life-long implications of their images or name appearing on the Internet and secure their written consent.
- Don't share information or personal details that could potentially affect a young person's life down the road. Their story of perseverance might be inspiring now, but they might not want potential employers to have easy access to their personal story years later.
- When in doubt, don't show a young person's face or other identifying details.

### **I have limited time and resources—which multimedia product should I focus on for my agency?**

This has everything to do with your goals. Your communications plan should grow organically from a recognition of what your agency wants to achieve. Fundraising? Youth engagement? Raising awareness for your cause? Blogs, video, and social media are all better for some of these than others. With that said, social media like Twitter and Facebook are free, easy, and can put you in immediate contact with potential clients, donors, and collaborators. Almost any youth- and family-serving nonprofit would be served by a professional presence on both.

### **How involved can youth be in the creation and management of social and multimedia?**

That will depend on your agency's policies and individual young people's preparedness for these tools. Remember that any publicly facing message from your company—whether a video, tweet, blog, or anything else—should adhere to your organization's social media policy and predetermined tone. If you decide to let youth produce videos or post on social media, make sure they have been trained in those guidelines.

Have other questions? Please ask! Email John Ligan, NCFY's multimedia editor, at [requests@ncfy.info](mailto:requests@ncfy.info).