



North Los Angeles County Regional Center

Main 818-778-1900 • Fax 818-756-6140 | 9200 Oakdale Avenue #100, Chatsworth, CA 91311 | www.nlacrc.org

SOCIAL MEDIA POSTING CRITERIA

Thank you for your interest in submitting content for posting on the North Los Angeles County Regional Center (NLACRC) social media pages. The following guidelines apply to all submissions. Please contact the Public Information unit at publicinfo@nlacrc.org with any questions.

1. Information and content must be relevant, helpful, or important to NLACRC's consumers, families, service providers, business partners, employees, or community. Submitted content must reinforce or enhance NLACRC's reputation and mission.
2. No submission may be made that aims to or has the effect of embarrassing, threatening, or ridiculing any person or organization. This means you must not submit any content that is embarrassing or threatening to anyone or that makes fun of anyone.
3. Information and content posted must not infringe or violate someone else's rights, be disparaging or otherwise violate laws, including those laws governing privacy, defamation, discrimination, harassment, trademark, copyright, and fair use. This means you must not submit any content (for example, photos, videos, music, or any other content) that belongs to someone else or which uses another company's trademarks without permission. You must not violate someone else's privacy rights or injure the reputation of anyone. You must also not make false statements about others or make discriminatory comments or harass anyone.
4. The following are prohibited and should not appear in any submitted content/postings:
 - a. People in the background who have not consented to appear in the video. See below for further information;
 - b. Logos displayed in the submission (such as on a soda cup, clothing, etc.);
 - c. Music, songs or other audio content playing without the copyright owner's permission;



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- d. Any background content, such as movies, TV shows, videos, pictures, illustrations, third party website content, without the copyright owner's permission;
- e. Individual or group singing music without the copyright owner's permission;
- f. Discussion about protected health information (PHI) (including, but not limited to, Social Security Numbers, regional center UCI numbers, birthdates, etc.), whether their own or of another person's is not permitted unless NLACRC has a signed, valid authorization for disclosure of protected health information from the individual or the individual's legal representative. In this instance, only the individual, or their legal representative, may disclose the individual's protected health information;
- g. Discussion about the submitter's employer or the employer of others appearing on the submitted content;
- h. Discussion about the submitter's service providers, such as an ILS or SLS provider, day program provider, respite worker, IHSS provider, or any other health or service providers of those appearing on the submitted content;
- i. Discussion about the submitter's family members, friends or significant others (other than a general reference without using their names or specific information about them, such as by saying "my friends and I...") without obtaining such person's written permission;
- j. Profanity or other inappropriate language;
- k. Threats or the spreading of harmful information;
- l. Provocative dress or attire;
- m. Provocative or lewd images;
- n. Pornographic or sexual content;
- o. Content showing weapons, such as guns;
- p. Smoking paraphernalia, such as cigarettes, water pipes, vape pens, etc.;
- q. Illegal items such as drugs, including marijuana (illegal under federal law);



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- r. Discussion about therapies that are not evidence-based, such as chelation (administering chemicals designed to bind to heavy metals and eliminate them from the body) or hyperbaric oxygen therapy;
 - s. Political discussion or references or discussion or references to political affiliation;
 - t. Discussion or references to topics that may be considered controversial such as climate change;
 - u. Religious references of any kind that may be deemed derogatory or upsetting to others;
 - v. Postings that ask the NLACRC to fund services/provide support (this may be done through the NLACRC's "Individual Program Planning" process).
5. Prior to submitting any photograph, artwork, illustration, video, or voice recording, the submitter must obtain the written consent of all person(s) appearing in the photographs, artwork, illustrations, videos, and voice recordings. The NLACRC has forms for this purpose.
 6. The submitter must also obtain the written consent of the person who took the photograph, filmed the video, or made the voice recording. The NLACRC has forms for this purpose.
 7. If any person whose image or voice appears in a photograph, video, or voice recording is a minor (i.e., under 18), the submitter must obtain the minor's parent or guardian's written consent prior to use. If any person appearing in a photograph, video, or voice recording is incapacitated, the submitter must first seek the incapacitated person's guardian or conservator's prior written permission before use.
 8. No submission may use or include any photographs, audio (such as songs, music or voice recordings), videos, graphics, illustrations, cartoons or other audiovisual content from another website, social media account or other source without first obtaining the written consent of the owner of rights in that content. This means you must contact the rights owner for permission to use their works.
 9. No text or other written content may be copied, used, or disseminated without properly crediting the source, and, when necessary, obtaining written permission



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from the source prior to use. This means you must accurately explain the source of the content if taken from elsewhere and get written permission to use the content.

10. Submissions should avoid references to third parties' trademarks.
11. Information and content must be transparent and avoid inadvertent misrepresentation.
12. Information and content must abide by all NLACRC policies.
13. NLACRC does not permit any participant to accept free services, products, or money in exchange for publishing information on NLACRC's social media platforms.
14. NLACRC reserves the right to review and withhold approval to any submitted content and to remove any posted content for any reason or no reason without notice.
15. If you are a copyright or trademark owner or other rights holder and believe that a posting on our site or social media page contains infringing material, please notify us by email at publicinfo@nlacrc.org.
16. Questions about this criteria should be directed to NLACRC's Public Information Unit.

NLACRC reserves the right to update and revise this criteria at any time.

Approved: February 9, 2022