

Humanity First USA Student Division & Humanity First Student Organization

Social Media and Photography Protocol Agreement

2026 – 2027

Humanity First USA Student Division (HFSD) and Humanity First Student Organization (HFSO)

The purpose of this Agreement is to establish a shared standard for how HFSOs photograph, record, and publish content under the Humanity First name. It supplements the HFUSA and HFSO Memorandum of Understanding and the HFUSA Code of Conduct, and it applies to all chapter social media accounts, websites, printed materials, and any content submitted to HFSD for national publication.

PURPOSE AND SCOPE

Humanity First is a professional humanitarian organization, and every photo or video published by an HFSO represents Humanity First USA, the Student Division, and the university or school that hosts the chapter. Members serve together respectfully and without any purpose other than humanitarian service and growth as student leaders. Content should reflect that purpose. This Agreement sets out what is expected in group photography, activity photography, video content, and the review process, and it recognizes that some members observe religious standards of modesty that must be accommodated in how content is composed and posted.

GENERAL STANDARDS

All HFSO content published under the Humanity First name must:

- Be decent, respectful, and professional, and accurately represent Humanity First service activities
- Follow the HFUSA Code of Conduct, including the professional and respectful dress code expected during all HFSO activities
- Use Humanity First USA trademarks and logos only in the approved forms provided by HFSD
- Exclude any content showing alcohol, smoking, illegal substances, inappropriate attire, or conduct inconsistent with the mission
- Exclude any content that could be read as political endorsement, derogatory commentary, or argument regarding people, politics, religion, race, or traditions
- Respect the privacy of patients, beneficiaries, and minors. Faces of patients and children served must not be posted without documented consent, and no protected health information may appear in any image or caption

RELIGIOUS MODESTY STANDARDS

A number of HFSO members practice within the religion of Islam and observe standards of modesty that shape how they appear in photographs. HFSOs are expected to accommodate these standards without imposing them on members who do not share them.

- Members practicing within the religion of Islam should not be positioned in mixed gender arrangements in formal group photos, should not be photographed in physical contact with members of the opposite gender, and should not be posted in any content that depicts improper mixing
- In formal group photos, chapters should arrange men and women in separate sections of the frame so that every member has a modest and comfortable position. Members practicing within the religion of Islam may be positioned further from the opposite gender as needed, subject to the composition of the photo
- At formal events, seating for photographs should be designated so that members observing these standards are seated separately. Members who do not observe these standards are free to sit as they choose

- Where a chapter has board members or general members who observe these standards, the chapter president is responsible for communicating this Agreement to them directly and for applying it when photos are taken
- Chapters whose boards and members do not observe these standards may publish content in the ordinary way, provided it meets the General Standards above

GROUP PHOTOS

Formal group photos represent the chapter as a whole and are held to the clearest standard. The photo remains a single image of the full chapter gathered together, and that essence does not change. The accepted reference is the HFSD National Summit general group photo, which HFSD takes every year. Every group photo should meet the following standards:

- Modest positioning for everyone. Every member, regardless of background, should be placed in a position that is modest and that they are comfortable with. No member should feel pressured into a pose, placement, or physical proximity that they would not choose for themselves
- Respect for all members. The arrangement should make every member feel included and respected. Members observing religious standards of modesty are accommodated without being singled out, and members who do not observe those standards are not asked to change their conduct beyond the General Standards
- Clear organization. Men and women are arranged in separate sections of the frame in defined rows, with no scattering, crowding, or overlapping between sections. The photo should look intentional and orderly rather than improvised
- Designated arrangement before the photo. The president or a designated board member should organize the group before the photographer begins, so that placement is settled in advance rather than corrected afterward
- Professional presentation. Members should be in appropriate attire, facing the camera, with Humanity First materials, banners, or completed kits positioned as the visual center of the photo where possible



Example: HFSD National Summit 2026 general group photo. Men grouped on the left, women on the right, with the packed kits in the center. Organized, modest, and inclusive of the full group.

ACTIVITY PHOTOS

Activity photos capture service in motion, such as kit packing, community fairs, shelter visits, and clinic support. Formal separation is not practical in these settings and is not required. Candid activity photos are acceptable as long as nothing in the image reflects improper conduct and the General Standards are met.



Example: kit packing in progress. Members move freely along the line.



Example: local food packing at a shared table. Decent and service focused.

VIDEO, REELS, AND INTERVIEWS

HFSOs are encouraged to produce short videos, event trailers, and interviews that show chapter work and allow direct conversation with members. Video content follows the same standards as photography. Interviews and speaking segments may feature any member, and the framing and setting of each segment should respect the modesty standards above for members who observe them.

NATIONAL PUBLICATION AND REVIEW

Content submitted to HFSD for the national Instagram or website is reviewed by the National Executive Director before posting. HFSD selects photos that show the full range of chapter members engaged in service and applies the same standard used at the national summit. HFSD may decline or crop any submitted content that does not meet this Agreement.



Example: chapter content published on the national HFSD Instagram after review.

COMPLIANCE

The HFSD president is responsible for ensuring that all chapter content complies with this Agreement. HFSD may request removal of any published content that does not comply. Repeated or serious noncompliance may result in loss of the chapter's active and recognized status, suspension of its use of the Humanity First name and Marks, and referral to Humanity First USA under the terms of the Memorandum of Understanding.

AUTHORIZATION

By signing below, the HFSD president confirms that they have read this Agreement, will communicate it to all board members and members responsible for chapter social media, and will apply it to all content published under the Humanity First name during the 2026 to 2027 academic year.

HUMANITY FIRST STUDENT ORGANIZATION (HFSD) AT:

HFSD PRESIDENT/EXECUTIVE DIRECTOR: _____

HFSD SOCIAL MEDIA LEAD (if applicable): _____

SIGNATURE: _____ **DATE:** _____

HFSD National Executive Director: Faheem Ahmed

Signature: _____ Date: _____