

Humanity First USA Student Division & Humanity First Student Organization

Social Media and Photography Protocol Agreement

2026 to 2027 · Revised October 2026

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. Companion protocols apply the same standards to Gift of Health missions and the HFSD Leadership Summit.

HOW HUMANITY FIRST USA OPERATES

These guidelines are not new restrictions. They are a reminder of how Humanity First USA (HF USA) already operates and of the standard it applies to every account and publication under its name. Every HFSO is asked to apply them consistently so that all content published under the Humanity First name reflects the same morals, professionalism, and respect.

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.

PERSONAL ACCOUNTS

These protocols apply only to content published on HF USA, HFSD, and HFSO accounts and on any other page, website, or material that carries the Humanity First name. **Outside of these accounts, everyone is free to pose for and post photos in any way they see fit.** Because HF USA and HFSD accounts are run by Humanity First USA, they must follow its morals and protocols.

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

AHMADI MODESTY STANDARDS

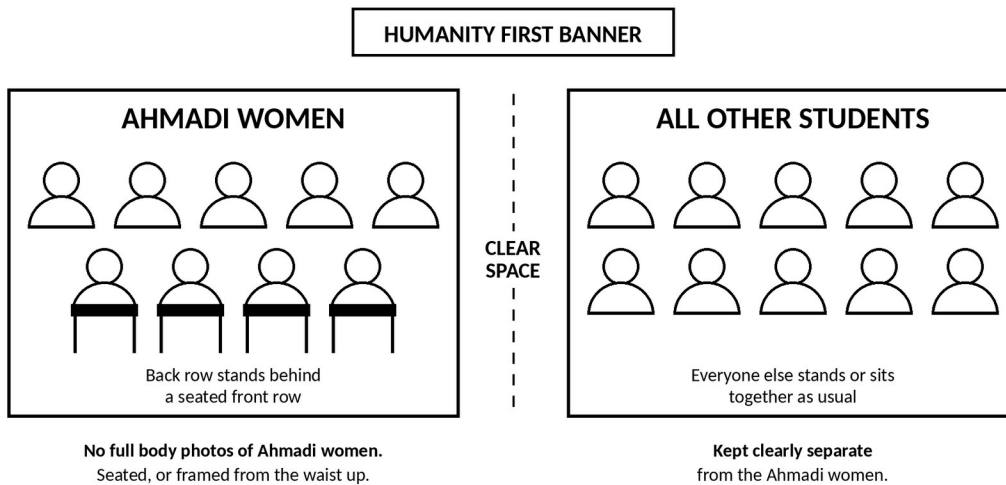
Many members of the Humanity First community are Ahmadi Muslims, members of the Ahmadiyya Muslim Jamaat, who follow Jamaat protocol on photography and on observing parda. Content published under the Humanity First name follows that protocol on every HFSO account. These standards apply to Ahmadi members and are not imposed on members who do not share them, except where a group photo arrangement needs everyone's cooperation.

- **No full body photos of Ahmadi women.** Ahmadi women are not photographed or posted in full body photos, such as standing full length portraits or full length posed shots.
- **Sitting, working, and playing are fine.** Photos of Ahmadi women sitting, working, or playing are acceptable. In a posed photo, an Ahmadi woman is seated or framed from the waist up, for example standing directly behind a seated row, a table, or a display.
- **Separation in group photos.** To observe parda, Ahmadi women stand together in their own section of a group photo, with a clear identifier of separation from the rest of the students, such as open space, a banner, or a table between them. This is not a separation of all students by gender. Everyone else stands or sits together as usual.
- **No physical contact** between Ahmadi members and members of the opposite gender in any photo, and no content that depicts improper mixing.
- **When in doubt, apply the standard.** If it is not clear whether a member is Ahmadi, arrange and frame the photo as if the standard applies.
- **Chapter responsibility.** Where a chapter has Ahmadi board members or general members, the chapter president communicates this Agreement to them directly and applies it when photos are taken. Chapters report whether board members hold an AMI Jamaat code on the HFSD Update Form.
- **Chapters without Ahmadi members** may publish content in the ordinary way, provided it meets the General Standards and the Group Photo standards below.

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. Every formal group photo should meet the following standards:

- **A clearly separated section for Ahmadi women.** Ahmadi women are arranged together in their own section of the frame, with a clear, visible separation from the rest of the group, such as open space, a banner, or a table. Their section is never mixed into or overlapped with the rest of the group.
- **Everyone else together.** All other students, men and women, stand or sit together in the main group as usual. There is no general separation by gender.
- **Framing for Ahmadi women.** Within their section, Ahmadi women are seated or stand directly behind a seated row, a table, or a display so that no Ahmadi woman appears in a full body pose.
- **A separate photo when needed.** If the space or the size of the group does not allow a clear separation in one frame, take a separate photo of the Ahmadi women alongside the main group photo. Both may be posted together and carry the same meaning as a single photo.
- **Modest positioning and respect for everyone.** Every member is placed in a position that is modest and that they are comfortable with. No member is pressured into a pose, placement, or proximity they would not choose.
- **Arranged before the photo.** The organizer arranges the group before the photographer begins, so that placement is settled in advance rather than corrected afterward.
- **Professional presentation.** Appropriate attire, everyone facing the camera, with a Humanity First banner or completed service materials as the visual center where possible.



Reference layout for formal group photos: Ahmadi women in their own section, with clear space separating them from all other students. In the Ahmadi women's section, the back row stands directly behind a seated front row so that no one appears full body.

ACTIVITY PHOTOS

Activity photos capture service in motion, such as kit packing, community fairs, shelter visits, and clinic support. Photos of members sitting, working, or playing are acceptable for everyone, including Ahmadi women. Formal sections are not required in candid activity photos, as long as there is no improper conduct, no physical contact between Ahmadi members and members of the opposite gender, no full body shot of an Ahmadi woman, and the General Standards are met.



Acceptable: a member working at the kit station.



Acceptable: kit packing in progress along the line.

VIDEO, REELS, AND INTERVIEWS

HFSOs are encouraged to produce short videos, event trailers, and interviews that show chapter work. Video follows the same standards as photography. Interviews with Ahmadi women are filmed seated or framed from the waist up, and group shots in video keep the Ahmadi women's section clearly separated, the same as group photos.

NATIONAL PUBLICATION

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.

REVIEW AND REMOVAL

Photos and videos are reviewed by the HFSD National Executive Director before they are posted on national Humanity First accounts. HFSD may decline, crop, or reframe any submitted content that does not meet this protocol.

If these protocols are not followed, Humanity First USA has the right to remove the post, photo, video, or any other content published under its name, including content on chapter accounts, and to request that the account holder remove it. Repeated or serious noncompliance may be referred to Humanity First USA under the terms of the HFUSA and HFSO Memorandum of Understanding.

The HFSO president is responsible for ensuring that all chapter content complies with this Agreement. Repeated or serious noncompliance may also result in loss of the chapter's active and recognized status and suspension of its use of the Humanity First name and Marks.

AUTHORIZATION

By signing below, the HFSO 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 (HFSO) AT: _____

HFSO PRESIDENT/EXECUTIVE DIRECTOR: _____

HFSO SOCIAL MEDIA LEAD (if applicable): _____

SIGNATURE: _____ **DATE:** _____

HFSD National Executive Director: Faheem Ahmed

SIGNATURE: _____ **DATE:** _____