

Native Animal Rescue's Rules for Animal Photography and Social Media

To maintain Native Animal Rescue's wildlife rehabilitation permits with the California Department of Fish and Wildlife (CDFW) and the U.S. Fish and Wildlife Service (USFWS), NAR volunteers and staff must agree to the following rules for taking, posting, and sharing photos and videos of wildlife in NAR's care. NAR's permits could be jeopardized if a NAR volunteer or staff member 1) posts or shares on social media a photo or video that breaks any of the following rules or 2) provides a photo or video that breaks any of the following rules to someone else who posts or shares it on social media.

1. When taking, posting, or sharing photos or videos of wildlife you are fostering or rehabilitating on behalf of NAR, it's essential to portray the subject as a wild animal and **not as a pet.**
2. When photographing wild animals in your care, avoid including humans with the animals. Photos of humans with wild animals—especially "pet-like" images—may mislead viewers into thinking that handling wild animals causes no harm. Wildlife rehabilitators go to great lengths to handle wildlife in their care as little as possible to increase the animal's chance of a successful release back into the wild.
3. If you need to be in the photo or video, always wear gloves, and do not handle the animals in a pet-like manner. For example, do not allow the animals to crawl on you, suckle your fingers, drink out of a bottle while being coddled, sit in your pocket, etc.
4. Don't let others handle the wild animals in your care.
5. When photographing wild animals in your care, as much as possible, don't present them in unnatural settings; for example, don't have human toys or human food in the picture or have animals wandering around your house or on top of desks, etc.
6. In your text accompanying your photos, keep the focus on wildlife, their natural history, conservation, and how to live in harmony with your wildlife neighbors.

I, _____, will abide by the above rules.

Signed _____ Date _____