

Using photographs on Social Media

Advice from SAIF's PR Consultant Mark Binnarsley

In this age of social media saturation, many organisations and individuals understandably feel the need to share content everyday. However, it's really important to take care each time we post something online.

Indeed, we'd like to draw your attention to a recent salutary tale of a funeral director who used images from a funeral without the family's permission. In fact, the funeral in question hadn't even been conducted by the offending firm.

Please see the below linked article about the funeral director in question which, we're relieved to say, is not a SAIF member.

<https://www.hulldailymail.co.uk/news/hull-east-yorkshire-news/hull-reacts-heavenly-services-accused-2592983>

Whilst we wholeheartedly encourage the use of social media by our members, we advise you to take great care. Our three golden rules to keep you safe are as follows:

1. Always without any exception seek a family's permission to use images from a funeral on your marketing materials, and be sure to explain fully how they are going to be used and stored. If you spot an opportunity to use the images on another platform at a later date, reseek permission. The case above involved a firm using images from a funeral conducted by another firm. It goes without saying that the need for prior permission still applies.
2. No means no. Never try to persuade a family to participate in your marketing activity. If they've said no, that's it. Additionally, if they change their minds and ask for a post to be deleted then please honour their request.
3. Never assume. Make sure every detail of any post on social media is accurate, even down to the title they gave their loved one. For example, calling a grandfather granddad could cause great upset if the deceased didn't like to be called that. If in doubt, don't post until you're 100% certain of the accuracy of the information.