

M25 Consortium and cpd25 events & visits: guidance for taking photos, filming and writing blog posts

We welcome attendees sharing their experiences of our events, whether within their own institutions or more widely.

We encourage attendees sharing blog posts, photos, or short video clips on their own institution's promotional and social media networks. This content can also be sent to the M25 Consortium for inclusion on our promotional and social media networks.

We are mindful that some attendees may not wish their photo to be taken, or to be filmed. The guidance below sets out how we will respect the wishes of those individuals. This should be adhered to by event organisers, speakers/facilitators and attendees at any events organised by the M25 Consortium, including cpd25.

Photos or filming

What's permitted

1. It is rare for an M25 Consortium event to be filmed/recorded in its entirety. In these instances, this will be arranged by the organisers who will seek prior agreement with speakers/facilitators. This will also be made clear in any promotional material for the event and in follow-up pre-event information sent to attendees.
2. In-person events: these should not be filmed by an attendee in their entirety. Photos and short video clips are permitted, provided the guidance below is followed.
3. Online events: these should not be filmed by attendees, whether in their entirety or as a short video clip.

Event planning

1. Event organisers will ask speakers/facilitators if they are willing to have their photo taken, or to be filmed. This will be included in our speakers/facilitators form, which will link to this guidance.
2. Our booking form will include a tick box for attendees to opt out of photos or filming, with a link to this guidance.
3. At events for which we provide name badges, we will add a red dot to the name badge, so that it is easy to identify those attendees who want to opt out of photos or filming.

4. For events at which name badges are not provided, we will ensure the M25/cpd25 representative onsite is provided with information of attendees who want to opt out of photos or filming.
5. In all cases, we will explain that the photo, or short video clip will be used for:
 - M25 Consortium and cpd25 promotional purposes. This could mean inclusion on the M25 Consortium's website and social media channels, as well as in the M25 Consortium Newsletter and cpd25 email updates.
 - Inclusion in members' institutional promotional and social media networks.

During an event

1. We will provide a copy of our guidance at our in-person events so, when attendees register, they will be reminded about photos or filming and can let organisers know if they would like to opt out.
2. Even though we have sought prior permission for photos or filming, it is good practice to avoid taking photos of, or filming, the faces of attendees, organisers or speakers/facilitators. Those taking photos or filming should obtain the individual's permission to use the photos or video clips for any promotional purposes as listed above.

After an event

Even if an attendee has given their permission to be included in photos or filming, they may change their mind at any point. In this case, they can make a request via email to cpd25@london.ac.uk or m25libadmin@london.ac.uk. We will take the photo or short video clip down from the M25 Consortium website and delete it from any M25 Consortium-related social media channels.

Blog posts

If attendees would like to write a short blog post following an event or visit to be included on the Consortium's website, they may include photos or short video clips (see above guidelines) or just text. A post-event write-up, as an alternative to a blog post, can also be provided. It can be as brief or detailed as wished, although we recommend between 500-800 words, and no more than **800 words**. Alternatives could also be an infographic or key issues presented as bullet points.

The sorts of questions attendees might want to cover in their blog post could include: What did you get out of the event or visit? What did you enjoy? What surprised you? What might be of interest to other M25 Consortium members?

Some examples of recent blogs can be found on our website:

Blogs give delegates' perspectives on training - M25

We may add blogs posts (or similar) to our M25 Consortium website and use these in promotion for future events.

Submitting photos, short video clips, blog posts, etc

Photos/short video clips/blog posts/write-ups that attendees would like added to the M25 Consortium's website should be emailed to: cpd25@london.ac.uk or m25libadmin@london.ac.uk. Remember to credit photos or short video clips. The Consortium can also be followed on Bluesky with photos, short video clips and blogs posted there if attendees have a profile. Tag the M25 Consortium: @m25consortium.bsky.social

Advice for writing blog post

<https://www.eventbrite.co.uk/blog/how-to-write-a-post-event-blog-ds00/>

<https://www.linkedin.com/posts/tony-albrecht-theres-a-standard-linkedin-post-about-a-activity-7371565255128358912-mC0w/>

<https://information-services.ed.ac.uk/learning-technology/learning-and-teaching-technologies/academic-blogging-service/introduction-to-5>

<https://www.reading.ac.uk/research-innovation-hub/communications-engagement-and-impact/research-communications/how-to-write-a-blog-post>

<https://www.libfocus.com/p/how-to-submit-blog-post.html>