



Photo, Story & Media Checklist

Use before sharing campaign content

- ☐ Confirm school/board media consent requirements.
- ☐ Do not publish student names with photos unless permission clearly allows it.
- ☐ Avoid showing confidential student information, timetables or personal records.
- ☐ Use respectful captions focused on campaign participation.
- ☐ Confirm permission before submitting a story or photo to the Black Ribbon Campaign website.
- ☐ Keep original consent/permission records according to school policy.

Recommended caption

“Students and staff at [SCHOOL NAME] stand together through the Black Ribbon Campaign - a symbol of unity and strength in the fight against racism and intolerance.”