

HAPPENDANCE – WEST COAST SWING

Photography, Videography and Social Media Policy (For Public Sharing)

1. Purpose

HappensDance uses photographs and video to:

- celebrate participation and community,
- document events for public engagement, and
- promote future activities and opportunities.

We recognise that media capture at dance events involves **community trust and personal privacy**. This policy sets expectations for how HappensDance captures, stores and publishes images and footage in a way that is **safe, respectful and inclusive**.

2. Scope

This policy applies to:

- all photos and video captured by, or on behalf of, HappensDance at HappensDance events, and
- any publication of that content on HappensDance channels (including Instagram, Facebook, website, digital/printed promotional material).

This policy does not prevent members of the public capturing images in public places; however, it sets the standard for content captured and published by HappensDance and outlines how attendees can raise concerns or request removal.

3. Principles

HappensDance's approach to event media is guided by the following principles:

3.1 Safety and dignity

We prioritise images that reflect participation positively and do not place people at risk of harm, embarrassment, bullying or unwanted attention.

3.2 Right to object and request removal

Individuals may object to being photographed/filmed and may request deletion or removal of identifiable images of themselves. We will respond as quickly as reasonably possible.

3.3 Inclusivity

Where possible, published content should represent the diversity of our community (e.g., ages, backgrounds, body types, skill levels and roles).

3.4 Transparency

We will notify attendees when photography/videography is occurring and explain how to opt out.

4. Notification to attendees (what you can expect)

4.1 General notice

At events where official photography/videography is taking place, HappensDance will provide notice by:

- signage at entry and/or registration, and/or
- an announcement at the start of the event (or class briefing), and/or
- information on the event page/ticketing where appropriate.

4.2 Opt-out options

HappensDance will provide a clear opt-out method. Depending on the event, this may include:

- advising staff/door team on arrival,
- advising the instructor, and/or

- advising the official photographer/videographer directly.

Where feasible, HappensDance may use a discreet opt-out indicator (e.g., wristband or sticker) to support easy identification. **No explanation is required to opt out.**

5. Designated photographers and videographers (official capture)

5.1 Identification

Where official capture is in place, designated photographers/videographers must be identifiable to attendees (for example, by being introduced at the briefing and/or wearing an event identifier such as high-vis vest).

5.2 Behaviour and boundaries

Official media capture must be conducted in a professional manner that:

- respects opt-outs immediately,
- avoids intrusive close-ups where people may reasonably expect more privacy (e.g., off-floor conversations), and
- does not disrupt instruction, social dancing, or event operations.

5.3 Commercial activity and branding

HappensDance does not support photographers charging individual attendees for event photography unless explicitly approved in writing by HappensDance.

6. What we will (and will not) capture or publish

6.1 Content we aim to capture

HappensDance prioritises content that reflects the event accurately and respectfully, including:

- community atmosphere and participation,
- dancing that looks intentional and safe,
- joy, connection, performance moments (where relevant),
- DJs, musicians, volunteers and event operations (where appropriate).

6.2 Content we will not publish (and should generally not capture)

HappensDance will not publish images/footage that include:

- wardrobe malfunctions or states of undress (including changing areas),
- people who appear injured, distressed, or unwell,
- clear intoxication or depictions likely to cause embarrassment or harm,
- images that imply ambiguous intimacy or could reasonably be interpreted as sexualised content,
- content that could identify someone in a way that raises safety concerns (e.g., sensitive context).

6.3 Children and young people

Where children or young people attend a HappensDance activity, additional care is required to avoid identifying information and to ensure images are appropriate and respectful. Parents or significant caregivers are encouraged to opt-out of all photography/videography of their children should they choose to.

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7. Publication standards (social media and marketing)

7.1 Where images may be published

Images and footage captured on behalf of HappensDance may be published on:

- HappensDance social media channels, including Facebook and Instagram,
- HappensDance website,
- digital/printed promotional materials and communications.

Attendees should assume that content posted online may be shared further by others.

7.2 Naming and tagging

- HappensDance will **not** publish full names. Where names are used, first names only are preferred unless explicit permission has been obtained.
- Tagging dancers is optional and should be done conservatively. People may tag themselves.

7.3 Captioning and respectful context

Captions should:

- reflect the event positively,
- avoid jokes at an attendee's expense,
- include a clear and easy removal request pathway (e.g., "DM us if you'd like this removed").

8. Handling objections and removal requests

8.1 At the event

If you do not wish to be photographed/filmed:

- speak with the event host/door team, or
- speak directly with the official photographer/videographer.

We will make reasonable efforts to avoid capturing you. Where capture is unavoidable in wide shots, we will take reasonable steps not to publish identifiable images of you.

8.2 After the event (removal)

If you see an image or video of yourself on a HappensDance channel and want it removed:

- message HappensDance via the platform where it appears (DM), or
- email the event contact (where provided).

We will aim to remove it as soon as practical.

9. Storage, access and retention (internal handling)

- Official photographers/videographers should transfer images to HappensDance via nominated channels as soon as reasonably possible after the event.
- Access to raw files, if these are used and when requested specifically, is limited to staff who require it for editing and publishing.

10. Personal photography by attendees

HappensDance acknowledges that attendees may take photos or videos for personal use. We ask that all attendees:

- act courteously and respect requests not to be photographed,
- avoid posting identifiable images of children they do not know without permission, and
- avoid filming in change areas or spaces where privacy is expected.

If a concern is raised about personal photography at an event, staff may request the person stop and/or delete images; however, in public spaces our capacity to enforce this may be limited.

11. Roles and responsibilities

Event Lead / Host / Instructor

- ensures attendee notification is provided (signage/briefing),
- identifies official photographer/videographer where applicable,
- manages removal requests and escalations.

Official Photographer/Videographer

- follows this policy,
- respects opt-outs,
- supplies files promptly and manages deletion from personal devices where practical.

Social Media Administrator/Committee member assigned with this responsibility

- selects and publishes content consistent with this policy,
- action removal requests promptly.

12. Questions, concerns and complaints

If you have concerns about photography or social media content:

- raise it with the event host on the day, or
- contact HappensDance via direct message or the published event contact.

We will treat concerns respectfully and respond as soon as practicable.