



# June is Recreation Month

## Consent and Accessibility Guidelines

For Photos, Videos, and Communications During June is Recreation Month

This guide outlines rules for safe, ethical, and inclusive marketing across all participating regions.

### 1. When Consent Is Required

Get written consent when:

- A person is clearly identifiable
- Minors are featured
- Content is for public promotion
- Images are taken in a structured program or event

Consent may not be required for:

- Non-identifiable or crowd images
- Internal documentation only

**When unsure — get consent.**

### 2. Privacy & Safety Essentials

- Do not post children's names, schools, or identifying details.
- Avoid sharing emotional, sensitive, or private moments.
- Be mindful of participants who may be vulnerable (e.g., Indigenous, 2SLGBTQIA+, newcomers).
- Watch for indirect identification in small communities (distinct clothing, landmarks).

### 3. Accessibility Standards

Photos:

- Add alt text with clear, simple descriptions.
- Provide key info in the caption, not only in the graphic.

Videos:

- Add captions and provide transcripts for longer videos.
- Avoid flashing content.

**Explore.  
Play.  
Discover.**

Design:

- Use accessible contrast (4.5:1).
- Use clean, legible fonts and plain-language messaging.

## **4. Inclusive Representation**

Ensure images:

- Reflect diverse ages, abilities, cultures, identities
- Show people with dignity, agency, and in real, everyday recreation
- Avoid stereotypes or tokenistic “representation for show”

Before posting, ask:

**Does this feel respectful, authentic, and inclusive?**

## **5. Safe Storytelling**

- Participation in storytelling is optional—never pressure.
- Allow people to review their quotes if needed.
- Provide a clear way to withdraw consent later.
- Avoid sharing details about trauma, health, or sensitive personal experiences.

## **6. Staff & Volunteer Guidelines**

Before events:

- Review who has or hasn’t given photo consent.
- Know where content will be posted.

During events:

- Double-check consent when taking close-up or feature photos.
- Avoid photographing anyone with opt-out indicators (e.g., sticker).

After events:

- Store images securely; delete those taken in error.
- Conduct a quick inclusion and accessibility check before posting.

## **7. Quick Posting Checklist**

- Do I have proper consent?
- Is this respectful and inclusive?
- Is accessibility added (alt text, captions, plain text)?
- Is any sensitive detail unintentionally revealed?
- Does it align with June is Recreation Month values?