GUIDELINES FOR DELIVERING VIDEOS AND DIGITAL PHOTOS
1. INTRODUCTION

World Aquatics Day photos and videos submitted by the National Federations are a valuable collection of images for the FINA archives. Delivered in electronic format, these digital images are selected, archived and conserved in appropriate conditions. They are used for posts on social media and news on the FINA website to underline the value of Aquatics on a national and international level and increase the level of physical activity on all five continents.

We want to make sure that NFs who have participated will be promoted in the best way possible and for this reason, NFs have the option of sending us:

1/ only photos  2/ only video(s)  or  3/ photos + only one video

In order to be current and relevant, all files (photos and videos) must be sent no later than one week after the World Aquatics Day celebrations. However, if the activities are spread over a week or several month(s), then the photos and videos must be sent a week after the last activity.

For technological reasons, some criteria must be respected for documents processing and to ensure that FINA can promote the World Aquatics activities on social media. Please find below the instructions that all participating Federations must follow to ensure that FINA can promote their World Aquatic Day activities on social media. It is important to underline that when NFs promote their activities on social media and on their final videos, the hashtag #FINAWorldAquaticsDay must be included.

FINA will reserve the right to use these visuals and/or audio recording for Post-Promotion purposes.
2. OPTIONS & AUDIOVISUAL REQUIREMENTS

2.1 ONLY PHOTOS

Under this option, the Post-Promotion will include publishing a select number of Photos on all social media platforms (Facebook, Twitter, LinkedIn and Instagram)

The photos will also be published in the "FINA World Aquatics Day 2021" Facebook Album

At least 2 photos must:

- show people involved in the activity – 2 photos from each category: coaches, volunteers, students, participants
- show the venue
- show a group of people holding FINA/WAD flag
- show the activities planned (e.g. Water Polo competition, First-Aid Demonstration, Speeches, etc. – 2 photos from each activity

The images provided must:

- be of high resolution
- be in format JPG
- be minimum 1024x751 pixel / 150 dpi

2.2 ONLY VIDEO

NFs may create two video versions for this option:

i. a short video no longer than 2.20 minutes

ii. a long video no longer than 10 minutes
The Post-Promotion will include publishing the short video on Facebook and Twitter and the longer version on IGTV.

The short video must include coach and participant interviews (at least one of each). The long video must include coach and participant interviews (at least two of each).

Videos must include:

- footage of the location
- footage of all the planned activities

The final video must:

- be in Horizontal format
- have a mp4 or H264 format
- have a 1920*1080 resolution

### 2.3 PHOTOS & ONLY 1 VIDEO

For this option, the Post-Promotion will be split as follows:

Photos will be published on Facebook, Twitter and LinkedIn and the Video on IGTV.

The photos will also be published in the "FINA World Aquatics Day 2021" Facebook Album.

At least 2 photos must:

- show people involved in the activity – at least 2 photos from each category: coaches, volunteers, students, participants
- show the venue
- show a group of people holding FINA/WAD flag
- show the activities planned (e.g. Water Polo competition, first-aid demonstration, speeches, etc.) at least 2 photos from each activity
The images provided must:

- be of high resolution
- be in format JPG
- be minimum 1024x751 pixel / 150 dpi

Video must include:

- footage of the location
- footage of all the planned activities
- coach and participant interviews (at least two of each)

The final video must:

- be in Horizontal format
- have a mp4 or H264 format
- have a 1920*1080 resolution
- be no longer than 5 minutes

In the digital age, we are often tempted to produce a large quantity of images. We must bear in mind that the important thing is not the quantity but the quality of the image!