THE ACTION CHALLENGE

Photo and Video Submission Guide

Document your action. Share your story. Respect your community.

Every action has a story worth sharing. Whether you're cleaning a public space, improving accessibility, repairing something useful, or making your community safer, photos and videos help others see what is possible.

This guide explains how to document and submit your community action while protecting people's privacy, dignity, and safety.

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What to capture

Your photos and videos should help us understand three things:

BEFORE

The challenge

Show the problem or situation your community wanted to improve.

DURING

The action

Show what you or your community did to address the challenge.

AFTER

The result

Show what changed, what was achieved, or what you learned.

You don't need professional equipment. A smartphone is enough.

Photo guidelines

Do

- ✓ Take clear, well-lit photographs.
- ✓ Capture the actual work being done.
- ✓ Show before-and-after photos where possible.
- ✓ Use natural, authentic photographs.
- ✓ Photograph identifiable people only with their permission.
- ✓ Focus on the action, the community, and the results.
- ✓ Capture different perspectives, including close-ups and wider views.
- ✓ Photograph activities without showing faces when privacy or safety requires it.

Don't

- ✗ Stage activities or pretend work happened when it didn't.
- ✗ Submit AI-generated images as evidence of real activities.
- ✗ Use photos taken from the internet or other people's projects.
- ✗ Photograph identifiable people without their permission.
- ✗ Show people in embarrassing, degrading, or vulnerable situations.
- ✗ Include sensitive personal information, such as identification documents, phone numbers, or private addresses.
- ✗ Apply filters or edits that misrepresent what happened.

Video guidelines

Do

- ✓ Record short videos, ideally 30–60 seconds.
- ✓ Hold your phone steady and keep the subject visible.
- ✓ Record in a quiet environment when someone is speaking.
- ✓ Explain the challenge, the action taken, and the result.
- ✓ Speak naturally in a language you're comfortable using.
- ✓ Use captions, sign language, or other accessible communication methods where appropriate.
- ✓ Show real activities and genuine community participation.
- ✓ Ask permission before recording identifiable people.

Don't

- ✗ Record long videos without a clear purpose.
- ✗ Add loud background music that makes speech difficult to hear.
- ✗ Record people who have declined to participate.
- ✗ Film dangerous activities or encourage people to take risks for the camera.
- ✗ Include misleading claims or exaggerate results.
- ✗ Record private conversations without permission.
- ✗ Use AI-generated or manipulated videos as evidence of completed actions.

Respect privacy, consent, and dignity

People's safety, dignity, and choices come first.

- Ask for permission before photographing or filming identifiable individuals.
- Explain why the content is being collected, how it may be used, and who may see it.
- Obtain appropriate permission from a parent or legal guardian before including identifiable children, and respect the child's wishes.
- Avoid showing identifiable children or people at risk when consent or safety is uncertain.
- Respect anyone who does not want to appear in a photo or video.
- Avoid disclosing personal information, private addresses, or sensitive locations.

- Give people the opportunity to decline participation without consequences.
- If someone withdraws permission, inform the Action Challenge team promptly.

IMPORTANT

Taking part in a community action does not automatically mean agreeing to be photographed, filmed, or featured publicly.

Submitting content is not the same as giving permission for public publication. Amplified Access will distinguish between permission to submit documentation and permission to share identifiable content publicly.

Keep it safe and authentic

- Never put yourself or others at risk to capture content.
- Do not interrupt essential services or create hazards while filming.
- Respect community rules and obtain any necessary permissions.
- Avoid recording confrontations, accidents, or distressing situations.
- Do not fabricate results, reuse old footage as new evidence, or misrepresent who participated.
- Clearly explain if an action is still ongoing rather than presenting it as completed.
- Do not reveal information that could expose participants to harassment, discrimination, or retaliation.

The goal is to document meaningful action, not to create a perfect-looking story.

Accessibility and inclusive documentation

Everyone should be able to document their community action, regardless of language, disability, or access to technology.

- Submit descriptions or narrations in the language you are most comfortable using.

- Use spoken, written, or signed communication where appropriate.
- Include captions or brief written descriptions when possible.
- Provide alternative documentation when taking photos or videos is unsafe or impractical.
- Avoid unnecessary technical requirements or expensive equipment.
- Respect how individuals choose to be represented, including people with disabilities.

A meaningful community action should never be excluded simply because someone cannot produce professional-quality photos or videos.

How to submit your content

For each community action, we recommend submitting:

3–6 photos	Ideally showing the challenge, the activity, and the result.
1 short video (optional)	Approximately 30–60 seconds.
A short description	What was the challenge? What did you do? What changed?
Location	Your community or general area, without revealing private addresses.
Permissions	Confirm that you have the necessary consent to submit the content.

Submit original files where possible, rather than screenshots or heavily compressed copies.

If you cannot safely capture photographs or videos, contact the Action Challenge team about alternative ways to document your action.

How Amplified Access may use your content

Submitted photos and videos may help Amplified Access:

- Verify and document community actions.
- Recognise the efforts of participating communities.
- Share stories of community-led change.
- Demonstrate results and lessons learned.
- Inspire other communities to take action.
- Report on the Action Challenge's activities and impact.

Submitting content does not automatically authorise its public use.

Amplified Access will request appropriate permission before publishing identifiable content on its website, social media, reports, presentations, or other public communication channels.

Participants should only submit content they created or have permission to share.

How we protect submitted content

Amplified Access is committed to responsible handling of submitted photos, videos, and personal information. We will:

- Review submissions for privacy, safety, and consent concerns before public sharing.
- Restrict access to submitted content to authorised team members and relevant reviewers.
- Store submissions securely and retain them only as long as necessary for legitimate programme purposes.
- Remove identifying metadata, including precise location information, before public sharing where appropriate.
- Avoid publishing sensitive personal information or identifying details that could put people at risk.
- Respect requests to remove or stop using identifiable content, subject to applicable legal obligations and practical limitations.

- Obtain appropriate permission before sharing identifiable content with external partners or media organisations.

For questions, privacy concerns, or requests to remove content, contact hello@amplifiedaccess.org.

Final submission checklist

Before submitting, confirm:

- ☑ My photos or videos show a real community action.
- ☑ The content clearly communicates what happened and what changed.
- ☑ Identifiable people have agreed to be recorded and included in the submission.
- ☑ I have taken appropriate precautions to protect children and people at risk.
- ☑ No sensitive personal information or unsafe location details are exposed.
- ☑ The content is respectful, authentic, and accurately represents the action.
- ☑ I have permission to submit the content.
- ☑ I understand that public sharing requires separate permission.

REMEMBER

Your action matters more than the quality of your camera.

You don't need professional equipment, perfect lighting, or a polished video. What matters is showing what your community did, what changed, and what others can learn from your experience.