

Club Content Approval Guide

Who gets to call a photo "good enough" to post, and how to decide in seconds.

Club: _____	Approver: _____	Backup: _____	Date: _____
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Why this exists

When no one owns the decision, the photo gets posted by whoever sees it first. A short rubric and a named approver fix that without adding a committee. Use this guide at the front desk, in a shared folder, or inside any tool you already use.

Step 1: Sort every photo into one of three groups

Group	What it means	What happens next
Publish	On brand, clearly shows the club experience, and no one visible would be surprised to see it posted.	Release to marketing.
Hold	A solid image with one unresolved issue, such as a member who may object, a messy background, or a moment that needs context.	Resolve the issue within 2 days or reject it.
Reject	Off brand, unkind to a member, unsafe in form or setting, or simply not a strong photo.	Set aside quietly. Rejecting is part of the process, not a failure.

Step 2: Ask five questions

Most photos can be sorted in under 10 seconds with these.

1. Would the club be comfortable if this were on the front window?
2. Is every identifiable person probably okay with it, and is anyone who might be a minor handled under your own policy?
3. Does the background show the brand well, with no misplaced equipment or unrelated signage?
4. Does it capture a real moment, such as effort, laughter, or a milestone, rather than a staged lineup?
5. Could marketing use it without having to explain it?

Rule: a "no" on any one question moves the photo to **Hold** or **Reject**.

Step 3: Know who decides and when

Role	Responsibility
Club approver (manager or trusted front desk lead)	Reviews every photo and sorts it within 24 hours of the event. They know the members and the context.
Marketing	Chooses only from photos already marked Publish, and focuses on the story instead of screening every upload.
Backup approver	Covers when the approver is out, so nothing waits on "someone."

Hold expiry: any Hold not resolved within 2 days becomes a Reject, so the queue stays clean.

Step 4: Put three things in writing before each event

[] **What to capture:** the moments worth shooting, so people shoot with intent.

[] **Who approves:** one named person, plus a backup. _____

[] **Deadline:** approved photos reach marketing by _____ (for example, before Wednesday, so content doesn't go stale).

Event approval log

Copy this table for each event, or keep it in a shared sheet.

Event / date	Photos in	Publish	Hold	Reject	Approver	Sent to marketing

Front desk card (cut out and post)

FRONT DESK CARD: PUBLISH, HOLD or REJECT?

1. Front-window comfortable?
2. Everyone okay with it (minors per policy)?
3. Background shows the brand well?
4. A real moment, not a lineup?
5. Marketing can use it with no explaining?

Any "no" means **Hold** or **Reject**.

Decide within **24 hours**. A Hold left more than **2 days** becomes a Reject.

Add your own questions

Every club has a photo type that causes debate. Write yours here so the whole team applies the same standard.

Question 6: _____

Photo type we always argue about, and our ruling: _____

Consent note

Member photo consent requirements differ by location. Have your own counsel review your consent notice and this process before relying on it.

Created by Eric Johnson, Empowered Solutions Ltd. This approach mirrors the staff-review step in Fitness Pix (fitpix.live), but the guide works with any tool or a shared folder, because the discipline matters more than the software.