

YPU Promotion Policy

Background

The YPU receives many approaches from individuals and organisations seeking assistance in promoting their activities or free help with sourcing images.

The YPU has three separate media streams:

1. Email often distributed directly to appropriate known club contacts.
2. YPU Website open to the general public.
3. YPU Facebook site accessible only to members of the YPU Clubs.

Recently decisions to go ahead with promotions have been made ad hoc by YPU officers often based on past practice.

Examples have been the circulation to clubs of information on a competition promoted by a commercial photographer based in York which sought entries of images taken in Yorkshire.

Another was an approach from the Yorkshire Society, a charity celebrating Yorkshire who were seeking images for their new website.

The YPU is an organisation for amateur photographers although some professionals or semi-professionals join its clubs. The British Institute of Professional Photographers and other professional organisations exist to protect their members from misuse of their images.

As the YPU exists to promote good amateur photography to the benefit of its affiliated clubs and their members, from time to time, the YPU initiates promotional activities.

An example of this is when an approach to the Yorkshire Life magazine resulted in an article showcasing the YPU's work and showing some examples of members work, particularly images taken in Yorkshire.

It was agreed at the January YPU Executive meeting that a policy be developed to assist with the handling of approaches from external bodies and to focus on the type of publicity the YPU may wish to pursue.

The Issues

It is acknowledged that there will be sensitivity amongst some photo club members about the notion of offering images free of charge to organisations even with the images credited to those who hold the copyright. Some are concerned about image theft.

Some image websites such as Instagram already permit the internet company to have shared rights over the submitters work.

Most club members enjoy seeing their work displayed whether in published form or on the walls of galleries and have a relaxed attitude to sharing their images as long as they are credited and their copyright is acknowledged.

Local charities do not necessarily have a budget for images and may welcome assistance from photo club members. This can provide a project-based approach to photography which might be welcomed by club members particularly if it permits them access to events or installations which may not normally be available.

The YPU promotes its own existence by running events such as lectures and workshops.

The promotion of the Annual YPU Exhibition is essential to defray costs. This is through advertising and sponsorship. Furthermore, the galleries displaying the YPU Exhibition are keen to maximise footfall.

Proposed Approach

It is proposed that the following protocol be used to determine which external approaches should be promoted and passed onto affiliated clubs via email and the Web site.

The organisations and individuals should be restricted to the following areas:

Web and Email

1. Non-profit making organisations with a limited budget who may request specific help with photography from the YPU as the subject matter sought may be of general interest to members.
2. Photographic businesses or organisations which support the YPU or PAGB in either sponsorship or lecture and/or training events and are requesting mutual support. E.g. Fotospeed and Permajet.

This would mean that larger national charities which had sufficient funds to pay for a professional photographer or promotions would not be promoted by the YPU.

YPU Facebook

Regarding Facebook, commercial promotions should not be allowed on the YPU Facebook page and the Facebook rules should be amended to indicate that.

Should the promotion meet the criteria in 1 and 2 above, promotion should be limited to email and the YPU Web site, the latter including useful contact links to third party websites. Protecting the Facebook page in this way will prevent commercial posts from dominating important messages from individuals, the YPU or PAGB.

Provision of a link on the YPU website will require the Webmaster seeking confirmation with the YPU Executive prior to advertising request being displayed.

The YPU should continue to look for opportunities to promote its activities and those of its clubs where possible at no cost other than any production of materials.

It is proposed that a new post of the YPU Executive be made, that of Publicity Secretary. This individual's role would be to develop this policy and ensure that the public face of the YPU and its activities are promoted accurately and in a good light.