



PROFESSIONAL CLUB MARKETING ASSOCIATION

What's Trending?

Club Photography Policy and Photo Usage

Storytelling through beautiful images is growing even more necessary in our industry as the competitive landscape of how we generate club awareness continues to increase. Stunning photography of our club amenities, facilities and programming support our various communication outlets - but how are clubs navigating photo release forms, waivers, etc.?

It seems the most popular best practice is to incorporate a club photography release and policy into the membership onboarding process. Some PCMA member clubs are including it within the membership application form. Others are addressing it during new member orientation as a form they sign upon becoming active members.

An alternative method for existing members and guests is to clearly place professional signage at the entrance or high traffic areas of club events and activities where photos are being taken. This signage includes policy verbiage instructing members and their guests to stop and/or notify the photographer(s) onsite if they have an objection to pictures being taken of them, their family or guests.

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