

Sportall.ca Community Sport Image & Photo Checklist

Sportall recognizes the incredible work being done by volunteer-led community sport and recreation organizations across Canada. We know how much time, care, and energy goes into building programs at the grassroots level. This checklist is designed to support you — not overwhelm you — and to help ensure your images reflect the strength, diversity, and spirit of your community.

1. PRIORITY: Photo & Media Consent Policy

- Obtain written photo/media consent from parents/guardians during registration.
- Clearly indicate whether images may be used for website, social media, and promotional listings.
- Maintain an updated 'no-photo' list and ensure coaches/photographers are aware.
- Include consent review in your annual registration process.
- Store consent documentation securely and accessibly.

2. ESSENTIAL Images to Include

- Smiling participants actively engaged in your sport or activity.
- A range of ages that reflects your programming.
- Gender representation aligned with who you serve (or aim to serve).
- Diverse participants that reflect your local community.
- Images of your actual facilities (gym, rink, field, park, etc.).
- Coaches interacting positively with participants.
- Clear, well-lit images (avoid blurry or dark photos).

3. Strong Secondary (Nice-to-Have) Images

- Leadership or volunteer team photos.
- Images showing inclusive or adaptive programming (if applicable).
- Team-building moments (huddles, celebrations, mentorship).
- Community partnerships or event participation.
- Behind-the-scenes preparation (coaching sessions, equipment setup).
- Seasonal programming highlights.

4. Common Image Mistakes to Avoid

- Using stock or AI-generated images that do not reflect your actual participants.
- Only showing one age group if you serve multiple.
- Only showing one gender if your programming is broader.
- Posting low-resolution or pixelated images.
- Uploading outdated photos that no longer reflect your current program.

5. Use Your Images Strategically

When creating your FREE listing on Sportall.ca, consider building a simple collage that showcases your programming clearly and inclusively. For step-by-step guidance, visit: <https://sportall.ca/listings/how-to-add-a-listing-for-your-organization> For deeper insight, read the companion blog: “Why the Images You Use Matter More Than You Think.”

Sportall.ca exists to help community sport organizations thrive. Visit Sportall.ca for additional downloadable tools, templates, and practical guidance designed specifically for grassroots leaders.