



# Kids' Athletics Day

## Guide to sharing images and video content

[www.worldathletics.org](http://www.worldathletics.org)

Kids' Athletics Day is a global celebration of kids participating in Athletics. We encourage you to share your Kids' Athletics Day event celebrations with us, your networks and the world.

This guide includes tips and instructions on:

- Sharing content on Social Media
- Sharing content with World Athletics
- Tips for filming content

**Note:** Taking images or video content of children can be sensitive. Please make sure you follow Member Federation guidelines/rules for taking images of children and ensure you have the parents' or guardians' permission.



# Sharing on Social Media

We encourage you to share your celebrations with us and your networks by posting your pictures/videos on social media using the hashtags.

[#KidsAthleticsDay](#) [#BornToMove](#)

Remember to also tag [@WorldAthletics](#)

Also, check out the Kids' Athletics Day toolkit for social media assets and suggested posts.



# Sharing content with World Athletics

We would also encourage you to send us images and videos of your Kids' Athletics Day celebrations. These will be used to create stories and content post 7 May and to promote the Kids' Athletics programme and future Kids' Athletics Days. If you would like to share with us, please follow the guidelines below.

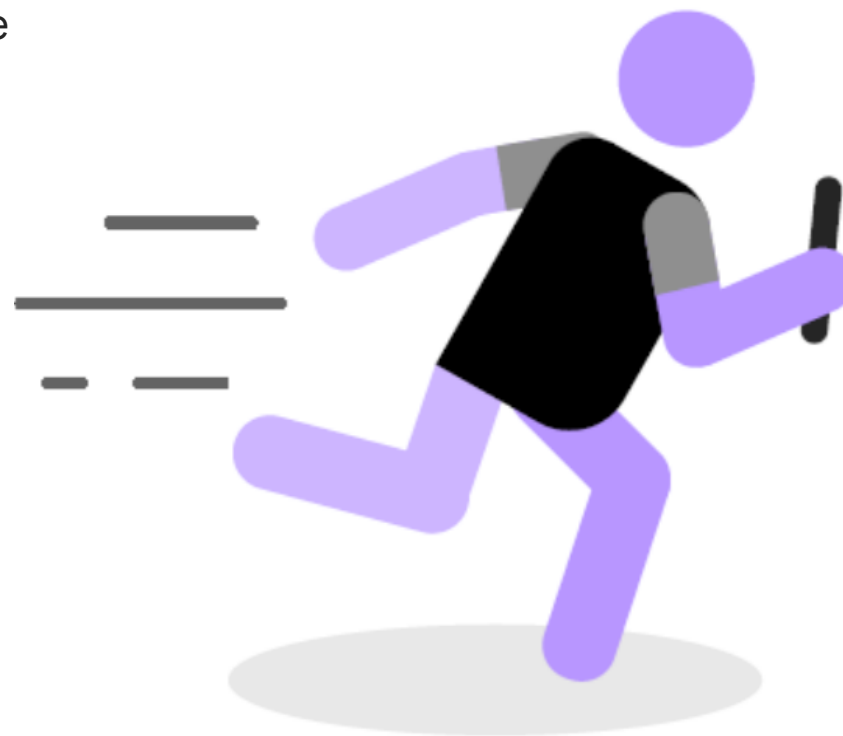
## Preferred formats:

**Videos:** .MOV or .mp4 format

**Images:** JPG or PNG

Please send to: [kidsathletics@worldathletics.org](mailto:kidsathletics@worldathletics.org)  
via WeTransfer or Dropbox

**Deadline:** May 10, 2022



# Tips for filming

- Film horizontally (landscape)
- Try to hold camera steady to avoid any shaking
- Try to keep the camera stationary - Position your camera to capture the whole activity/action
- Try to avoid fingers or thumbs covering the lens

