

## **SEMT Photo Library and Photo Sharing Policy**

We break the photos into three tiers—1: Hero photos, 2: Main advertising, website and paid social photos and 3: Partner photos.

While this may have some limitations, keep in mind we're still building the SEMT library. Also, when we're more careful about sharing photos with partners, it helps avoid any licensing issues. When we send off a photo, we aren't able to track the how it's being used or for how long.

### **1. Hero Photos**

Best of the best photos on file, lead imagery for the brand. Includes photos with restricted usage.

Some examples for SEMT:

[https://www.dropbox.com/s/27mdkcol2pycxpe/IMG\\_0969.jpg?dl=0](https://www.dropbox.com/s/27mdkcol2pycxpe/IMG_0969.jpg?dl=0)

<https://www.dropbox.com/s/whtsgdceavh0tdy/B56A0793.jpg?dl=0>

[https://www.dropbox.com/s/i3q7id37x8qfmp/Hunting\\_Erik%20Petersen%20ends%200221.jpg?dl=0](https://www.dropbox.com/s/i3q7id37x8qfmp/Hunting_Erik%20Petersen%20ends%200221.jpg?dl=0)

### **2. Main Advertising, Website and Paid Social Photos**

Photos used in advertising, on the website and in paid social media. Includes photos with restricted usage. Advertising done in cooperation with Visit Southeast Montana would have controlled access these images.

Examples:

[https://www.dropbox.com/s/gwcv2nmnrpd3vhe/Rosebud%20County%20Night\\_Alexis%20Bonogofsky.jpg?dl=0](https://www.dropbox.com/s/gwcv2nmnrpd3vhe/Rosebud%20County%20Night_Alexis%20Bonogofsky.jpg?dl=0)

[https://www.dropbox.com/s/omchwxn9ljmngtw/Medicine%20Rocks\\_Cole%20Wagner.tif?dl=0](https://www.dropbox.com/s/omchwxn9ljmngtw/Medicine%20Rocks_Cole%20Wagner.tif?dl=0)

[https://www.dropbox.com/s/ruygshotua2h508/Crow%20Fair%20Povwow-Native%20Americans-Traditional%20Dancers-Grand%20Entry-Montana-AR670816\\_216W.jpg?dl=0](https://www.dropbox.com/s/ruygshotua2h508/Crow%20Fair%20Povwow-Native%20Americans-Traditional%20Dancers-Grand%20Entry-Montana-AR670816_216W.jpg?dl=0)

### **3. Partner Photos**

Includes photos owned by the region or MOTBD. Includes photos taken by Windfall and SEMT. Includes images in WebDAM (at MOTBD).

Examples:

[https://www.dropbox.com/s/56fs3lmn9sldmk0/DSC\\_4605.jpg?dl=0](https://www.dropbox.com/s/56fs3lmn9sldmk0/DSC_4605.jpg?dl=0)

[https://www.dropbox.com/s/3cn1xlp4gd6lg1/Glendive%20Badlands\\_001.jpg?dl=0](https://www.dropbox.com/s/3cn1xlp4gd6lg1/Glendive%20Badlands_001.jpg?dl=0)

[https://www.dropbox.com/s/hoacck3qijegzx5/IMG\\_0130.jpg?dl=0](https://www.dropbox.com/s/hoacck3qijegzx5/IMG_0130.jpg?dl=0)

[https://www.dropbox.com/s/ex6q97k4el1g6f3/IMG\\_0618.jpg?dl=0](https://www.dropbox.com/s/ex6q97k4el1g6f3/IMG_0618.jpg?dl=0)

To make things easier for SEMT and their partners, we can set up a Dropbox folder where partners can download photos. The Hero photos and Main Advertising photos will not be available for partners to use.

### **4. Video**

Those produced in-house (and via Agency of Record) follows the same process as **#3 Partner Photos**.