

Q&A

1. What type of content is accepted?
 2. Why is there a limitation of “within the past two years”?
 3. What kinds of photos can I submit as (b) ‘Carousel’?
 4. Is there a limit to how many submissions I can make?
 5. Are there any requirements for subtitles and/or audio for short-form videos (‘Reels’)?
 6. When will I know if my contribution has been selected?
 7. What is the selection process like and what do I need to do after submitting my content?
 8. What specifically does “necessary revisions for [posting]”, when the creator of the content is a third party, refer to?
-

1. What type of content is accepted?

(Submission guidelines 3 and 5.3)

For examples of the type of content accepted, please visit to [@spotlight_local_japan](#) and refer to the content we have previously posted. Unfortunately, there are no examples of reels as we have no history of posting reels at this point in time.



The content (photos and videos) should showcase the municipality’s charms, such as landscapes, sightseeing spots, events, food. Images such as collages that are created through the manipulation of several images, posters, and advertisements are not accepted.

[Back to list of questions](#)

2. Why is there a limitation of “within the past two years”?

(Submission guideline 5.2)

This limitation is put in place to ensure that this account shares new and accurate information about local municipalities’ attractions, such as the scenery, tourism facilities, events. However, submissions featuring content which has historical or cultural value may be accepted if the photo or video submitted still reflects how it is in present times.

[Back to list of questions](#)

3. What kinds of photos can I submit as (b) ‘Carousel’?

(Submission guideline 5.4.1)

In principle, photos for one ‘carousel’ submission should feature the same thing, such as a tourism resource, place, or event, which should be adequately introduced within the English caption character limit of around 300 characters. Some examples of acceptable sets of photos are:

- Several photos featuring the overall view, details, usage, experience, etc. of *one* tourism resource
- Several photos featuring the *same* place in different seasons or at different times of the day
- Several photos featuring the location of and on-goings at *one* event

Submitting photos of several tourism resources, such as scenery, tourism facility, event, food, that have no connection to each other are, in principle, not accepted as it is expected that the character count for the caption will not be sufficient to adequately introduce each and every one of the featured resources.

Furthermore, please note that some of the photos submitted as part of this one unit may be excluded from the final post if the selection committee decides that their presence may lower the appeal of the post.

[Back to list of questions](#)

4. Is there a limit to how many submissions I can make?

(Submission guideline 5.4.2)

Yes. Each contributor, be it a municipality or a JET participant, may make a maximum of 3 submissions of a permutation of (a) single photo, (b) set of up to five photos ('Carousel'), or (c) short-form video ('Reel'). You may submit a combination of any of the above submission types; for example:

- 3 submissions of (a),
- 2 submissions of (a) and 1 submission of (b), or
- 1 submission of (a), (b), and (c) each

[Back to list of questions](#)

5. Are there any requirements for subtitles and/or audio for short-form videos ('Reels')?

(Submission guideline 5.6)

Yes. As this account is targeted at English-speaking countries, content that contain subtitles must have English subtitles. Please refer to the table below for specific requirements.

		Audio (Speaking)		
		English	Japanese	None
Subtitle	English	✓	✓	✓
	Japanese	× (✓ if English subtitle is also included)	×	×
	None	✓	×	✓

[Back to list of questions](#)

6. When will I know if my contribution has been selected?

(Submission guideline 7)

The content will be selected in December 2026, and we aim to contact the contributors of selected content within the same month. Those whose content have not been selected will not be contacted. Please also note that we are unable to respond to enquiries regarding the selection status and the selection results.

[Back to list of questions](#)

7. What is the selection process like and what do I need to do after submitting my content?

(Submission guideline 8)

We will be reaching out to contributors of the selected content from December to June, to make any necessary adjustments to the date of posting, caption revisions and such in the order that the content is expected to be posted. For reference, we expect to reach out around:

- December to January for “Winter” content (expected posting period: January-February),
- February to March for “Spring” content (expected posting period: March-May),
- April to June for “Summer” content (expected posting period: June-August), and
- two months before the scheduled date of post for “Free” content.

We hope for your cooperation in order to conduct any necessary revisions smoothly. Should we be unable to reach you during the time the content is to be prepared for posting, we may rescind the selection and not post your content.

[Back to list of questions](#)

8. What specifically does “necessary revisions for [posting]”, when the creator of the content is a third party, refer to?

(Submission guideline 9.2)

This is only applicable when the content contributor is a municipality or associated organization and a third party is involved in the creation of the content submitted. JET participants (including past participants) are not permitted to submit content created by a third party.

This refers to any edits, changes, or revisions to the content (photos and videos) performed by the contributor in order to fulfil the criteria for submission.

CLAIR does not expect to make any revisions to the content submitted.

[Back to list of questions](#)