

Council of Local Authorities for International Relations (CLAIR)
2028 SNS Platform Content Submission Guidelines

1 Overview

The Instagram profile, Spotlight Local Japan, was set up in February 2026 by CLAIR to share tourism information on and promote the beauty of local municipalities to an overseas audience. To expand the range of content, we are calling for photo and short-form video contributions with captions from municipalities and JET Programme participants for the account.

About the account

Account	Spotlight Local Japan (@spotlight_local_japan)
Main target audience	Residents of English-speaking countries, in their 20s to their 50s, who are interested in travelling to Japan and are interested in not only major cities, but also regional experiences and attractions such as the nature, culture, food, and lifestyle, in local municipalities.
Language	English (with Japanese)
Followers	3,032 (as of 13 October 2026) Overseas followers: around 80%
Key appeal	• Content that appeal to an overseas audience, selected through the perspective of JET Programme participants who have in depth, firsthand experience of living in Japan • Captions which are created to evoke, in the target audience, the desire to visit and experience the local municipality by focusing on the story, the history and significance of the content in addition to the where and when of it.

2 Eligibility

- (1) JET Programme participants (including alumni)
- (2) Municipalities (includes tourism-related organisations)

3 Content Wanted

The organising committee is looking for photo and short-form video content that feature the appeal of municipalities and are targeted at the audience mentioned in Section 1 “Overview”.

Period of post for contributions should fall into at least one of the following four categories.

Category	Best time to experience (Period of post)	Examples
Winter	January – February	Snow-covered scenes, ice stalactite, floating ice, snow festivals, plum blossoms, early blooming cherry blossoms

Spring	March – May	Wisterias, cosmos flowers, and new growth, Hina festival, <i>koinobori</i>
Summer	June – August	Lotus, lavender, natural scenery such as gorges, Tanabata festival, <i>bon</i> -dance, summer scenes depicting windchimes, people cooling down from the heat
Free	When appropriate	Japanese castles, shrines and temples, historical districts, traditional craft and culture experiences, regional cuisine, shopping streets

Note: Please see item 1 on the “Q&A” for specific examples.

4 Submission Period

Until 30 November 2026, Monday, 17:00 (JST)

5 Submission Criteria

Submitted content and caption must fulfil the following criteria.

- (1) All required questions in the submission form are filled in.
- (2) Content which were taken, in principle, within the past two years, JET participants may also submit content from municipalities other than the municipality in which their Contracting Organisation is located.
- (3) Both photos and videos should feature the appeal of the municipality such as its scenery, sightseeing spots, events, and lifestyle. Content such as collages created by combining several images, posters, and advertisements are not eligible.

(4) Types of submission, number of submissions

(i) Types of submission

- (a) Single photo
- (b) Set of up to five photos (‘Carousel’)
- (c) Short-form video (‘Reel’)

Note: Every photo submitted as part of (b) will be evaluated separately. Please refer to item 3 on the “Q&A” for more information.

- (ii) Each contributor may submit up to three submissions only in any combination of (a), (b), and (c).

Note: Please refer to item 4 on the “Q&A” for more information.

(5) Photo format:

- Photos may be in portrait or landscape orientation. However, please note that the recommended dimensions and aspect ratios for Instagram are as follows:
 - Portrait: 1,080 × 1,350 pixels (4:5)
 - Landscape: 1,080 × 566 pixels (1.91:1)
 - Square: 1,080 × 1,080 pixels

- All photos within a (b) Carousel submission must be in the same orientation and dimension.
- (6) Video format:
- Around 10 seconds
 - Portrait (1,080 × 1,920 pixels; aspect ratio of 9:16) recommended
 - Subtitles, if available, must be in English.
- Note:* Please refer to item 5 on the “Q&A” for situations where English subtitles are not required.
- mp4 format recommended
- (7) Caption: (English) around 300 characters, (Japanese) around 70 characters
- The points to note for captions are explained in the submission form. Please refer to them when crafting the caption(s).
- Note:* If you are unable to write the caption in either Japanese or English, CLAIR will assist in writing the caption in the one language you are unable to write in.
- (8) Photos and videos generated using AI technology will not be eligible.
- (9) If a submission involves a third party’s likeness, copyright, or other rights, the applicant is responsible for obtaining all necessary permissions.

6 Submission Method

Please note that the submission method differs for JET participants and municipalities.

(1) JET participants (including alumni)

Fill in all required questions and upload the content data to the submission form linked here.

<https://forms.gle/1HSFsUb7UBm9coJ87>

(2) Municipalities (including tourism-related organisations)

Complete both steps (i) and (ii).

(i) Fill in the submission form linked here.

<https://forms.gle/2KSTLmkMjHcbQUoP6>

(ii) Upload the file onto a file transfer site and send the download URL to

clair.keishin.sns@gmail.com.

Note: Please refrain from attaching the files directly to the email as large volumes of data are sometimes not be sent or received properly.

7 Timeline until posting (expected)

October – November 2026	Call for contribution
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December 2026	• Content selection, scheduling of expected date of post, contacting contributors of selected content • Adjustments regarding date of post, caption revisions, etc.
January – August 2027	Posts (as per schedule)

Note: We will also contact contributors of the selected content from December to June in order of the scheduled date of posts, for any a necessary adjustments or revisions such as to the schedule and the caption. If your content is selected, please be available to respond to such communications.

8 Selection and posting guidelines

- (1) We expect to select 50 pieces of content for the period of January to August. These will be selected by a selection committee consisting mainly of CLAIR Programme Coordinators, based on criteria such as whether the content is appealing to an overseas audience, how well it features the local municipality and its originality, how effectively they may perform on SNS, whether they fit the category they are submitted for, and the overall balance within the account. Please understand that not all submitted content may be selected due to the limited number of posts planned for the period.
- (2) In principle, the contributor (and, where the content is created by a third party, the creator) will be credited in the caption by mention of their Instagram account. Please refer to the submission form for more detail.
- (3) The organising committee may revise the captions in collaboration with the contributor. The organising committee does not expect to edit the submitted photos and videos.

9 Important Information

- (1) By submitting the form and the content, you are deemed to have agreed to the terms and conditions set forth in this submission guidelines at the time of submission.
- (2) The copyright of the submitted content belongs to the you or other relevant owner of rights. Should the content be created by a third party, you confirm that you have obtained from the creator or other relevant owner of rights permission to post the content onto @spotlight_local_japan and to make any necessary revisions beforehand.
- (3) The organising committee assumes no responsibility for any incidents or other issues that may arise as a result of the photography or submission of any content, including legal claims such as those from parties holding intellectual property rights for the submitted content.
- (4) Submissions that have been altered through techniques such as removing objects, adding non-existent elements, significantly altering colours, or layering photographs, as well as works created using AI will not be eligible. However, natural adjustments for light and colour, monochrome photos and videos are acceptable.

- (5) The organising committee will not accommodate changes to submitted entries or the withdrawal of entries once submitted.
- (6) The organising committee will not respond to enquiries regarding the status of the selection process or results of the selection.

10 Prohibited Acts

The following acts are prohibited in connection with entrants' participation in this contest and any content submitted:

- (1) Acts that violate laws and regulations, or acts that aid, abet, solicit, compel or encourage such violations.
- (2) Acts that interfere with operations related to this call for contribution, or acts deemed inappropriate by the organising committee.
- (3) Acts that interfere with other person/entity's participation in this call for contribution.
- (4) Acts that infringe upon another person's reputation, social credibility, privacy, likeness, portrait or publicity rights, copyrights, other intellectual property rights or any other rights (including all rights established and recognized by law).
- (5) Acts constituting slander, threats, or harassment toward other participants
- (6) Acts and expressions related to ethnicity, religion, race, gender, age, etc. that may constitute or lead to discrimination.
- (7) Acts that solicit, induce or encourage suicide, mass suicide, self-harm, illegal drug use or the use of drugs that circumvent the law.
- (8) Impersonation; such as using another person's name or the name of a company or other organisation.
- (9) Acts that violate public order and morals or generally accepted standards of conduct.
- (10) Acts deemed to be contrary to the purpose and spirit of the contest.
- (11) All other acts similar in nature to those listed above.

11 Legality

The rights and obligations adhered to under this contest shall be governed by the laws of Japan, and any disputes arising therefrom shall be subject to the exclusion jurisdiction of the Tokyo District Court as the court of first instance.

12 Enquiries

Persons-in-charge: En Jia, Fukuda

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