

UGC Content Guidelines & Approval SOP

A practical review standard for customer and guest video submitted through MOATS - designed to help businesses approve authentic, high-quality, safe and commercially usable UGC.

Core review rule: The approving business is responsible for reviewing each video before approval. When in doubt, do not approve the video.

FORMAT**Vertical 9:16**

Prefer 4K, 60 FPS and approximately 20-30 seconds.

AUTHENTICITY**Original + unedited**

No AI manipulation, third-party footage, watermarks or promotional overlays.

APPROVAL**Watch the full video**

Do not approve based only on the thumbnail or first few seconds.

1**BASIC VIDEO REQUIREMENTS**

Every video should meet the following minimum requirements:

Video Orientation

- Video must be vertical (9:16).
- Horizontal, square, or incorrectly cropped videos should be rejected.
- The subject should be properly framed within the vertical format.

Video Quality

- Preferred quality: 4K
- Preferred frame rate: 60 FPS
- Video should be clear, sharp, and reasonably well exposed.
- Avoid videos that are excessively dark, blurry, pixelated, overexposed, or distorted.

Video Length

- Preferred duration: 20-30 seconds.
- Videos significantly shorter or longer than this should generally be rejected unless there is a strong reason to approve them.

Original Footage

- The video must be original footage recorded by the contributor.
- Do not approve downloaded, copied, reposted, or third-party footage.
- Do not approve footage containing another creator's watermark, username, logo, or social-media handle.

2**NO EDITING OR MANIPULATION**

Moats is designed to collect authentic, usable UGC. Videos should be submitted in their original, unedited form.

REJECT / DO NOT APPROVE

- Filters
- Heavy color grading
- Artificial effects
- Transitions
- Added text
- Added graphics
- Added logos
- Promotional overlays
- Stickers
- Animated elements
- Artificially added captions
- Speed changes
- Slow motion
- Excessive stabilization
- Cropping that significantly changes the original footage
- AI-generated or AI-manipulated elements

The video should represent what the contributor actually recorded.

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AI-GENERATED CONTENT

AI-generated or AI-manipulated content must not be approved. Because AI-generated content can be difficult to identify automatically, the approving business should manually review the footage before approving it.

Look for

- Unrealistic movement
- Distorted faces or bodies
- Objects changing shape
- Inconsistent reflections or shadows
- Unnatural text or signage
- Objects appearing/disappearing between frames
- Unusual camera movement
- Artificial-looking environments
- Other visual inconsistencies

IMPORTANT

If there is reasonable doubt: Reject the video. Do not approve content simply because it looks visually attractive.

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COPYRIGHTED MUSIC & AUDIO

Videos should not contain copyrighted music.

Natural environmental audio is acceptable and encouraged

- Ocean sounds
- Birds
- Natural conversations
- Waves
- Street ambience
- Restaurant ambience
- Sounds of an activity

REJECT / DO NOT APPROVE

- Music is clearly playing in the background.
- A television, speaker, radio, DJ, restaurant, event, or other source is playing recognizable music.
- The contributor has added music during editing.
- The video contains a recognizable copyrighted song or soundtrack.

IMPORTANT

Important: Do not approve a video simply because the music is quiet. If recognizable music is present and could create a copyright concern, reject the video.

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BRAND & TRADEMARK POLICY

The video should primarily showcase the business, destination, property, product, service, or experience being promoted. Avoid unnecessary exposure of third-party brands and trademarks.

Examples of content to avoid

- Close-up of a Sony, Samsung, LG, Apple, etc. television
- Close-up of branded beverages
- Visible logos on clothing
- Branded vehicles
- Third-party product packaging
- Restaurant chains
- Retail brands
- Advertisements
- Billboards
- Branded equipment
- Third-party signage

Exception - the primary business's own branding is permitted where relevant

- Hotel logo
- Resort signage
- Restaurant logo
- Tour operator branding
- Attraction signage

Example: A hotel room may be acceptable. However, a close-up shot of a Sony television displaying the Sony logo should be rejected or avoided. Similarly, a restaurant video may be acceptable, but a close-up of a third-party branded beverage prominently displayed should be avoided. The goal is to avoid unnecessarily incorporating third-party brands into the licensed UGC.

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PEOPLE, FACES & PRIVACY

Avoid capturing identifiable people whenever reasonably possible.

This is particularly important in

- Hotels
- Restaurants
- Beaches
- Pools
- Gyms
- Public attractions
- Tours
- Events
- Spas
- Public areas

Avoid

- Close-ups of strangers
- Children/minors
- Guests who appear unaware that they are being recorded
- People in private or sensitive situations
- Clearly identifiable individuals who are not part of the submitted content

Preferred approach - focus the camera on

- Architecture
- Rooms
- Landscapes
- Food
- Facilities
- Activities
- Experiences
- Nature
- Destination scenery
- Objects
- Details of the property/business

If an individual is intentionally featured as the main subject, appropriate permission/consent should have been obtained by the contributor/business as applicable.

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CAMERA MOVEMENT & STABILITY

Videos should look natural but stable.

Avoid

- Extremely shaky footage
- Rapid camera movements
- Very fast panning
- Sudden zooms
- Uncontrolled camera movement
- Repeated camera shaking
- Motion that makes the footage difficult to watch

Preferred movement

- Slow pan
- Slow tilt
- Smooth walking shot
- Controlled reveal
- Stable handheld shot
- Static composition

The viewer should be able to comfortably watch the entire video.

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CONTENT SHOULD SHOWCASE THE EXPERIENCE

The footage should provide genuine visual value.

Good UGC can showcase

- Property
- Rooms
- Views
- Facilities
- Food
- Activities
- Attractions
- Landscapes
- Experiences
- Local culture
- Architecture
- Transportation
- Destination highlights

Examples of weak content

- Camera pointed at the floor
- Mostly black footage
- Extremely blurry footage
- Accidental recordings
- Extremely shaky footage
- Random footage unrelated to the business or experience
- Long periods where nothing is happening

Avoid content that provides little or no useful visual information.

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SAFETY & SENSITIVE CONTENT

Reject videos containing:

REJECT / DO NOT APPROVE

- Dangerous or reckless behavior
- Illegal activities
- Violence
- Explicit sexual content
- Nudity
- Hate speech
- Offensive or discriminatory content
- Graphic injuries
- Graphic bodily fluids
- Illegal drug use
- Dangerous stunts without appropriate context
- Content that could materially damage the reputation of the business or NaviSavi

IMPORTANT

When uncertain, reject rather than approve.

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POLITICAL, RELIGIOUS & CONTROVERSIAL CONTENT

Avoid approving content where the primary focus is:

REJECT / DO NOT APPROVE

- Political campaigning
- Political messaging
- Political demonstrations
- Extremist symbols or messaging
- Hate-based messaging
- Highly controversial messaging

Religious architecture, cultural sites, ceremonies, and destinations may be acceptable when they are being naturally documented as part of the travel experience and do not contain prohibited or offensive content.

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TEXT, SIGNAGE & LICENSE PLATES

Check visible text carefully. Avoid content prominently displaying:

REJECT / DO NOT APPROVE

- Third-party advertisements
- Political slogans
- Offensive language
- Personal information
- Phone numbers
- Email addresses
- Home addresses
- Vehicle license plates where reasonably avoidable
- Private documents
- Booking confirmations
- Identification documents
- Credit/debit card information

IMPORTANT

If sensitive personal information is visible, reject the video.

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NO PROMOTIONAL OR COMMERCIAL OVERLAYS

The original footage should not contain added promotional material. Reject videos containing:

REJECT / DO NOT APPROVE

- Discount codes
- Sales messages
- "Book now" graphics
- Influencer handles
- Social-media handles
- Promotional text
- Affiliate links
- Watermarks
- Third-party logos
- Added advertisements

The content should remain authentic and clean.

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QUALITY CONTROL CHECK

Before approving any video, the reviewer should watch the entire video from beginning to end. Do not approve a video based only on the thumbnail or first few seconds.

FORMAT

- Vertical 9:16
- Appropriate duration
- Good resolution
- 4K preferred
- 60 FPS preferred

AUTHENTICITY

- Original footage
- No AI-generated content
- No AI manipulation
- No downloaded/reposted footage
- No third-party watermark

EDITING

- No filters
- No added text
- No added graphics
- No transitions
- No added logos
- No artificial effects

AUDIO

- No added music
- No recognizable copyrighted music
- Natural audio is acceptable

BRANDING

- No unnecessary third-party brands
- No prominent third-party logos
- No third-party advertisements

PEOPLE & PRIVACY

- No unnecessary identifiable faces
- No children/minors unnecessarily featured
- No private or sensitive situations
- No personal information

VISUAL QUALITY

- Stable footage
- No excessive shaking
- No rapid panning
- Good lighting
- Clear subject
- Useful visual content

SAFETY

- No illegal activity
- No dangerous/reckless behavior
- No explicit/graphic content
- No hateful or discriminatory content

14 AUTOMATIC REJECTION - "DO NOT APPROVE"

A video should be rejected immediately if it contains any of the following:

1. AI-generated or obviously AI-manipulated footage
2. Copyrighted/recognizable music
3. Third-party watermarks
4. Downloaded or reposted content
5. Explicit sexual content or nudity
6. Graphic violence or injury
7. Illegal activity
8. Hate speech or extremist content
9. Prominent third-party branding that cannot reasonably be avoided
10. Sensitive personal information
11. Unacceptable privacy concerns
12. Severely poor video quality
13. Heavy editing or filters
14. Promotional overlays or added logos
15. Footage that is materially misleading or deceptive

15 WHEN IN DOUBT - REJECT

The purpose of the approval process is not to maximize the number of approved videos.

The objective is to ensure that every approved video is: Authentic + High Quality + Safe + Usable + Legally/Commercially Appropriate. If a reviewer is unsure whether a video complies with these guidelines: DO NOT APPROVE IT. Instead, reject the submission or escalate it for further review.

Approval objective

Every approved video should be **Authentic + High Quality + Safe + Usable + Legally/Commercially Appropriate**.

NaviSavi Content Approval & Responsibility

Business responsibility, copyright and third-party rights, contributor consent, NaviSavi removal rights and the final approval rule.

Business Responsibility for Content Approval

The business using Moats is responsible for reviewing and approving every video before it is submitted to NaviSavi for use, distribution, licensing, or publication.

By approving a video, the business confirms that it has reviewed the content and, to the best of its knowledge, the video complies with the Moats Content Guidelines and does not contain any material that could reasonably create copyright, trademark, privacy, publicity, licensing, or other legal issues.

Copyright, Music & Third-Party Content

The business must carefully review every video for: copyrighted music or songs; third-party video or photographic content; third-party logos and trademarks; television or other copyrighted media; advertisements; third-party watermarks; content belonging to another creator; and any other material that may require permission, licensing, or authorization.

If a business approves content that contains copyrighted, trademarked, licensed, or otherwise unauthorized material, the business accepts responsibility for that approval.

NaviSavi will not be responsible for copyright claims, takedown requests, licensing disputes, trademark claims, privacy complaints, or other third-party claims arising from content that was reviewed and approved by the business, particularly where the relevant issue was reasonably identifiable during the approval process.

No Guarantee of Legal Clearance by NaviSavi

Approval or acceptance of a video by NaviSavi does not constitute legal clearance, copyright clearance, trademark clearance, or confirmation that the content is free from third-party rights.

The business remains responsible for ensuring that the content it approves is appropriate for use and that any required permissions, releases, licenses, or consents have been obtained.

Contributor Consent

The business is responsible for ensuring that contributors understand the applicable Moats submission terms and that any necessary permissions or consents relating to people, property, performances, trademarks, or other third-party rights have been obtained where required.

NaviSavi's Right to Remove Content

NaviSavi reserves the right to reject, remove, restrict, suspend, or disable access to any content at any time if NaviSavi reasonably believes that the content may create copyright or licensing concerns, trademark concerns, privacy or publicity-rights concerns, legal or regulatory concerns, safety concerns, reputational risk, platform or distribution restrictions, or any other material risk to NaviSavi or its partners.

NaviSavi may take such action even if the business previously approved the content.

Business Indemnification

To the extent permitted by applicable law and subject to the parties' applicable agreement, the business agrees to indemnify and hold harmless NaviSavi, its affiliates, officers, employees, and partners from third-party claims, losses, damages, liabilities, costs, and reasonable expenses arising from content that the business approved or submitted through Moats, including claims relating to copyright, trademark, privacy, publicity rights, licensing, or unauthorized use of third-party material.

FINAL APPROVAL RULE

The business is responsible for the content it approves.

If there is any doubt about whether a video contains copyrighted material, third-party content, identifiable individuals, trademarks, or any other potentially problematic material, the business must reject the video rather than approve it.

Business approval does not make NaviSavi responsible for the content or provide any guarantee that the content is legally cleared for use.

MOATS GOLDEN RULE

IF YOU WOULDN'T WANT THIS VIDEO REPRESENTING YOUR BUSINESS PUBLICLY, DON'T APPROVE IT.

When in doubt -> Reject.