







IPC SOCIAL AND DIGITAL MEDIA GUIDELINES

MILANO CORTINA 2026 PARALYMPIC WINTER GAMES



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1 FOR ATHLETES COMPETING AT THE MILANO CORTINA 2026 PARALYMPIC WINTER GAMES

The main objective of these guidelines is to enable athletes to share their personal experiences at the Paralympic Winter Games while protecting the Paralympic Winter Games Media Rights Holders.

	You can take photographs and/or record audio/video at the Paralympic Winter Games (both inside and outside accredited areas such as the Paralympic Village and competition venues) using your mobile phone as long as you respect these guidelines.
	You can share photographs on your personal social media accounts and personal websites.
	<p>You can share your audio/video recordings (that are no longer than 2 minutes in length) on your personal social media accounts and personal websites:</p> <ul style="list-style-type: none"> i. from competition venues up to 1 hour before the start of your competition and after you have left the mixed zone/doping control station ii. from training venues and practice areas iii. from the Paralympic Village (should you film other people always seek prior permission from them before posting) iv. at the Opening and Closing Ceremonies
	You are actively encouraged to repost content from either your local media rights holder or @Paralympics digital channels featuring footage of your race/competition.

Conditions that apply to posts:

	<p>Posts with video cannot be shared:</p> <ul style="list-style-type: none"> • of the (i) Paralympic medal ceremonies; or (ii) sport competitions (including anthems, coin toss and any celebrations on the field of play) • live; or • if the video is longer than 2 minutes per post.
	<p>Posts (with video or photographs) cannot be shared:</p> <ul style="list-style-type: none"> • if commercial, which includes: <ul style="list-style-type: none"> ◦ permitting ads ◦ running paid marketing ◦ making an arrangement with a social media platform or other entity (other than the official media rights-holder of your country or official IPC digital channels) or ◦ promoting any third party or products /services (except posts with a photograph of a Paralympic sponsor's logo, product or service at the Paralympic Games, subject, if necessary, to NPC approval by athlete and/or Paralympic sponsor) • of the medical areas, doping control station or multi-faith centre • using artificial intelligence (AI) or any AI generated content or outputs.

“Paralympic Sponsor” means sponsors participating in the IOC TOP programme and sponsors of the Milano Cortina 2026 Organising Committee of the Olympic and Paralympic Games. You can find the list of sponsors by checking the [Milano Cortina 2026 website](#).

Special rules apply to “thank-you” messages to your personal sponsors as set-out in the “Athlete Sponsorship and Advertising Regulations for the Milano Cortina 2026 Paralympic Winter Games” (to be published in Q3 of 2025) and the related Frequently Asked Questions.




Please respect the rights of others (see FAQ for details) and the safe and smooth operation of the Paralympic Winter Games. You may give interviews to media in designated areas (e.g. mixed zone, Venue Media Centre, Main Press Centre, Paralympic Village Media Centre and Paralympic Village Plaza, but not the residential zone of the Paralympic Village with the exception of IPC approved

designated areas) and at permitted events (e.g. media tour of the Paralympic Village) but you may not act as a journalist, reporters or in any other media capacity.


Failure to comply with these Guidelines may result in removal of the non-compliant content. At its sole discretion, the IPC and/or Milano Cortina 2026 Organising Committee shall also be entitled to remove or withdraw any accreditation.


2 FOR ACCREDITED INDIVIDUALS OTHER THAN ATHLETES PARTICIPATING AT THE MILANO CORTINA 2026 PARALYMPIC WINTER GAMES

These guidelines enable accredited individuals to share their personal experiences at the Milano Cortina 2026 Paralympic Winter Games while protecting the rights of the IPC's media rights-holders.

	Accredited individuals can take photographs and/or record audio/video at the Paralympic Winter Games (both inside and outside accredited areas) using their mobile phones as long as you respect the guidelines.
	Photographs can be shared on personal social media accounts and websites as long as you respect the guidelines.
	Audio/video recordings from competition venues can be shared on personal social media accounts and websites as long as you respect the guidelines.

Conditions that apply to posts:

	<p>Posts with video cannot be shared:</p> <ul style="list-style-type: none"> • of the: ceremonies (including the Opening, Closing and Paralympic medal ceremonies); "Field of Play" meaning the areas used for sports competitions (including anthems, coin toss and any celebrations on the field of play); training venues or practice areas; or Paralympic Village; • live or • if the video is longer than 2 minutes per post.
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	<ul style="list-style-type: none"> • if commercial (whether video or photographs), which includes: <ul style="list-style-type: none"> ○ documentaries ○ permitting ads ○ running paid marketing ○ making arrangements with a social media platform or other entity ○ endorsing or promoting any third party or products/services • of any "Restricted Areas" (meaning the non-public accredited areas (e.g. athlete and coach only areas), the medical areas, doping control station, fitness centre, dining halls, multi-faith centre and the residential zones of other Paralympic teams) or • using artificial intelligence (AI) or containing any AI generated content or outputs.
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Please respect the rights of others (see FAQ for details) and the safe and smooth operation of the Paralympic Winter Games.

You may not act as a journalist, reporter or in any other media capacity unless you are a journalist with a valid IPC, RT, HB, E, or NPC E (NPC Media Staff) accreditation and IF Media Staff.

Failure to comply with these Guidelines may result in removal of the non-compliant content. At its sole discretion, the IPC and/or Milano Cortina 2026 Organising Committee shall also be entitled to remove or withdraw any accreditation.

3 OFFICIAL CHANNELS

You are encouraged to "tag" your content posts to the official channels of the IPC, Milano Cortina 2026 and your NPC and/or IF.

- www.paralympic.org - the official website of the IPC
- www.facebook.com/Paralympics - the IPC's official Facebook page
- www.instagram.com/Paralympics - the IPC's official Instagram account
- www.x.com/Paralympics - the IPC's official X account (formerly Twitter)
- www.tiktok.com/@paralympics - the IPC's official TikTok account
- www.threads.net/@paralympics - the IPC's official Threads account
- Snapchat: Paralympics - the IPC's official Snapchat account
- www.milanocortina2026.org - the official website of Milano Cortina 2026
- www.facebook.com/OlimpiadiMilanoCortina2026 - Milano Cortina 2026's official Facebook page

- www.instagram.com/milanocortina2026 - Milano Cortina 2026's official Instagram account
- www.x.com/milanocortina26 - Milano Cortina 2026's official X account