



IPC SOCIAL AND DIGITAL MEDIA GUIDELINES

FOR ATHLETES COMPETING AT THE MILANO CORTINA 2026 PARALYMPIC WINTER GAMES

FREQUENTLY ASKED QUESTIONS

1. When do these Guidelines apply?

These Guidelines apply from the Opening of the Paralympic Village on 28 February 2026, until the Closing of the Paralympic Village, on 17 March 2026, during your participation at the Milano Cortina 2026 Paralympic Winter Games ("Games").

The use of any content produced pursuant to these Guidelines must at all times be in compliance with these Guidelines and any other relevant guidelines issued by the IPC for the Games.

2. What falls within these Guidelines?

Photo, videos and audio recordings taken by athletes for the purpose of sharing their Games experience, however athletes must not act as a journalist or in any other media capacity. Athletes may collaborate with the media rights-holder in their country as described below.

Any form of Paralympic content transformed into graphic animated formats, such as animated GIFs, shall be considered the same as videos under these Guidelines.

3. Who do these Guidelines apply to?

These Guidelines apply to all athletes competing at the Games (under Aa or Ab accreditations). These Guidelines also apply to athletes when they are spectators at the Games.

All other individuals accredited to the Games, including coaches, technical staff, entourage, team officials, volunteers, personnel of National Paralympic Committees ("NPC"), International Federations ("IF") or the Organising Committee and other team personnel who participate at the Games, must comply with the "IPC Social and Digital Media Guidelines for Accredited

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Individuals other than Athletes Participating at the Milano Cortina 2026 Paralympic Winter Games”.

4. Can athletes use social media during their participation in the Paralympic Winter Games?

The IPC encourages all athletes to share their experiences at the Games with others through their personal social media accounts and websites (e.g. Facebook, X (formerly Twitter), Instagram) in accordance with these Guidelines.

Athletes are not allowed to create specific Paralympic-related websites or social media accounts using Paralympic Properties (e.g. www.athletenameParalympicGames.com) but where possible may create a subfolder within their website/social media accounts (e.g. www.athletename.com/paralympicgames).

All posts must be consistent with the Paralympic values, not be discriminatory or obscene and respect the privacy of others. All online activity is subject to applicable laws (e.g. on defamation).

5. Can athletes post photos or videos taken within the Paralympic Village?

Athletes can take photos and record audio and videos within the Paralympic Village. These can be shared on the athletes' personal website and social media accounts. However, it is important to keep in mind that if another person's image is included or referred to in a post, such person's permission must be obtained beforehand. Athletes staying in the Paralympic Village are also required to respect the protected atmosphere and privacy of the Paralympic Village and are not allowed to report on the activities of other residents, unless they have obtained such other persons' consent beforehand.

Please note that it is forbidden to take photos or to record audio or video in restricted areas, including but not limited to the medical areas, doping control station or prayer room.

A post cannot be shared if it (i) is commercial (except as expressly authorised in these Guidelines), (ii) is of any restricted area (such as the medical area, doping control station or prayer room), (iii) uses AI or AI generated content or outputs, or (iv) any video is live or longer than 2 minutes each.

6. Can athletes post photos or videos of others?

Athlete privacy must be respected. If another person is included in a post such person's permission must be obtained beforehand.

7. Can athletes share photos taken from Paralympic venues?

Yes, athletes can share photographs taken from Paralympic venues on their personal websites and social media accounts.

A post with photograph(s) cannot be shared if it is: (i) commercial (except as expressly authorised in these Guidelines), (ii) is of any restricted area (such as the medical area, doping control station or prayer room), or (iii) uses AI or AI generated content or outputs.

8. Can athletes post or authorise the distribution of remote interviews from Paralympic venues and the Paralympic Village?

Athletes can give interviews to accredited media in authorised areas within Paralympic venues (being the mixed zone and the Venue Media Centre), the Main Media Centre and the Paralympic Village (being the Paralympic Village Media Centre but not the residential zone of the Paralympic Village with the exception of IPC approved designated areas), or as otherwise permitted by the IPC. The athlete cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder.

In accordance with the News Access Rules, athletes may give remote interviews via mobile phone or other devices (including video calls). The athlete cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder, unless the interview takes place at the Main Media Centre or if permitted by the IPC.

9. Can athletes record and post a video of the Opening and/or Closing Ceremony?

Yes, athletes can record and post their experience at the Opening and/or Closing Ceremony provided that posts cannot be shared if (i) commercial, (ii) using AI or AI generated content or outputs, or (iii) the video is live or longer than 2 minutes per post.

10. Can athletes post on social media a video recorded by their coaches (or anyone else) during training or warm-up?

No, athletes can only post content recorded by themselves during training or warm-up on the condition that it complies with the timing and other requirements in these Guidelines.

11. Can athletes authorise the use of their photos and videos by others?

Athletes' photos and videos are for their personal use in accordance with these Guidelines.

Athletes can use "collabs" to post photographs (not video) with a Paralympic Sponsor, with the athlete's NPC, IF, national federation, IPC regional organisation, or the Organising Committee (Fondazione Milano Cortina 2026), on the condition that the post is non-commercial (unless the collab is with a Paralympic Sponsor as expressly authorised in the Guidelines). For more information, please refer to the IPC Athlete Sponsorship and Advertising Regulations – Milano Cortina 2026 (To be published in Q3 of 2025).

A "collab" allows you to natively post with another account so the exact same content appears across both accounts, currently only available on Instagram.

Athletes cannot post videos using collabs with any of the above entities.

In addition, athletes can use collabs or otherwise distribute their content to the media rights-holder in their country. Official media rights-holders in their country can support and help athletes engage further with their fans and followers by distributing photos and videos. Athletes can tell their fans to tune-in to the sports competition on the official media rights-holder of their country (e.g. watch my Para ice hockey match tonight on X channel) and can tag the media rights-holder in the post.

Athletes cannot otherwise distribute their content to a third party or its social media account or digital platform.

12. Can accredited individuals use professional equipment to record content?

No, athletes can only use their personal mobile phone.

13. Can athletes share videos taken from training or practice?

Yes, athletes can post videos (up to 2 minutes in length per post) recorded up to one hour before the start of their competition and recorded after leaving the mixed zone and the doping control station. Remember, these videos cannot include any footage of the Paralympic medal ceremonies or sports competition. Athletes cannot post videos recorded within one hour of the start of their competition or recorded before leaving the mixed zone and doping control station. The post with video cannot be commercial or live.

14. How soon before the start of competition can I post?

An athlete can post videos that they record up to, but not within, one hour of the start of their competition. This may include travelling to the Paralympic

venue, during preparation and warm-up. An athlete cannot post videos recorded during any break in-play such as changing ends in wheelchair curling or end of a period in Para ice hockey.

15. Can athletes share a video of their reaction directly after competing at the Games on the field of play?

After leaving the mixed zone and doping control station, athletes can record and share their reaction.

Athletes cannot share video of the field of play associated with the sporting competition (including anthems, coin toss and celebrations).

16. Can athletes record a video on the podium receiving their medals?

No, athletes cannot record a video while on the podium receiving their medals.

17. Can athletes post highlights of their personal competition on social media?

No, athletes cannot post highlights of their personal competition on social media.

However, an athlete can re-post or share highlights posted by the official media rights-holder in the athlete's country or the IPC on the condition that the highlights are geo-blocked to the athlete's country. In case of doubt, contact the official media rights-holder in your country. In the event the relevant social media platform does not permit geo-blocking, then such content cannot be posted.

18. Can athletes post content of other athletes training or competing during the Games?

No, athletes cannot post any videos of other athletes' performances either during training or during sport competition.

19. Can an athlete have an arrangement with a social media platform or other entity that is not a media rights-holder under which the athlete could share content created pursuant to these Guidelines?

Athletes can have pre-existing arrangements with social media platforms or other entities that are not a media rights-holder, but any such agreement cannot include any content created by athletes under these Guidelines or acting as a journalist or in any other media capacity.

20. Can athletes share photos and videos captured pursuant to these Guidelines within games, digital fan engagement activities, immersive environments, and metaverse platforms (including Roblox, Fortnite, Decentraland, fantasy gaming portals)?

No. Games, digital fan engagement activities, immersive environments and metaverse platforms are not within the scope of 'social media' for the purpose of these Guidelines. Athletes' photos and videos are for their personal use, which does not extend to use in games, digital fan engagement activities, immersive environments and metaverse platforms. This includes not authorising the use of their photos and videos as digital collectibles, NFTs or other virtual products (whether minted on a blockchain or not).

21. Can athletes sign an agreement with the official media rights-holder of the Games in their country to support the promotion of the Games?

Yes, athletes can collaborate and share content (photo and videos) of their personal experiences at the Games with media rights-holders in their country but athletes cannot act as a journalist or in any other media capacity (including acting on behalf of the relevant media rights-holder). This means that athletes cannot interview other athletes or report on the Games events and the media rights-holder cannot direct any athlete on content to be produced or shared.

22. Can athletes post about Paralympic Sponsors during the Games?

Yes. For Paralympic Sponsors, athletes can post photographs (but not any video taken within a venue) in accordance with the IPC Athlete Advertising and Sponsorship Regulations

23. Can athletes post about their personal sponsors that are NOT Paralympic Sponsors during the Games?

In connection with personal sponsors that are not Paralympic Sponsors, an athlete may only post one (1) "thank-you message" per personal sponsor in accordance with the IPC's Athlete Advertising and Sponsorship Regulations and the FAQs.

As per the IPC Athlete Advertising and Sponsorship Regulations during the Milano Cortina 2026 Paralympic Winter Games framework, the "thank-you message" for personal sponsors that are not Paralympic Sponsors shall not:

- contain any Paralympic Properties (such as the Paralympic symbol, or other Paralympic images, mottos or phrases, such as Milano Cortina 2026, and other properties listed in the Key Principles),
- contain photographs or videos from Paralympic venues or Paralympic medal ceremonies,
- feature the athlete's official Paralympic team uniform, or any Paralympic medal
- include any personal endorsement of a product or service, or
- suggest that a product or service helped the athlete's sporting performance.

An athlete cannot use collabs to post its "thank-you message" with a personal sponsor that is not a Paralympic Sponsor.

A sponsor that is not a Paralympic sponsor cannot share or repost athlete content that includes Paralympic content, Paralympic stakeholders or a "thank-you message".

24. Can athletes use the Paralympic Agitos or other Paralympic logos in their internet and social media posts?

Yes, provided that the Paralympic Agitos or other Paralympic logos (e.g. Games emblem, mascots, flags, torches) are not used for commercial purposes, to promote, or create an unauthorised association with, any cause, organisation and/or any products or services except, for photographs only, the athlete's Paralympic Sponsor's logo, product or service at the Paralympic Winter Games. The integrity of the Paralympic Agitos and other Paralympic logos should be maintained, and the Paralympic Agitos and other Paralympic logos should not be distorted, altered or used in a context that is not directly related to the Paralympic Winter Games.

25. How do I turn off ads on social media platforms?

Each social media platform will have a policy on which accounts are eligible for monetisation (e.g. minimum number of followers, verified account, etc.).

Where an athlete's account is eligible for monetisation (e.g. advertising, paid partnerships), the accredited individual must turn off all forms of monetisation around all content posted in accordance with these Guidelines. Below are some resources for turning off monetisation during the Games on key social media platforms.

Monetisation and the available tools may depend on the country.

[YouTube help – Turn off ads for individual videos](#)

1. Sign into YouTube.
2. Go to YouTube Studio >.
3. In the left Menu, select Content.
4. Next to the relevant video, click Monetisation.
5. Click Off in the monetisation drop-down menu.
6. Click Save.

[Facebook – Turn off in-stream ads](#)

How to turn off in-stream ads for video

1. Go to Meta Business Suite > Content.
2. Click the Published tab at the top.
3. Select the post that you want to turn off in-stream ads for.
4. Click Edit post in the left sidebar.
5. In the right sidebar, click In-stream ads
6. Turn off in-stream ads for that video
7. Click save

[Instagram – Turning off monetisation](#)

If you are eligible and onboarded to monetisation for Ads in profile feed or Ads in Reels, you can:

1. Go to your settings in the Instagram app
2. Select Creator tools and controls or Business tools and controls
3. Tap Ad placements
4. Toggle off Ads on Reels, Ads in profile feed (or both)

[X- Turn off monetisation on Amplify](#)

See the policy in the hyperlink above.

[TikTok](#)

See the policy in the hyperlink above.

26. Can NPCs, IFs, national federations, IPC regions or Paralympic Sponsors share/repost on their respective official social media accounts content posted by athletes pursuant to these Social Media Guidelines?

Yes, NPCs, IFs, national federations, IPC regional organisations and Paralympic Sponsors can:

- share/repost on their official account content (both videos and photographs) posted by athletes in compliance with these Guidelines
- accept collabs from athletes to post photographs (not videos) posted by accredited individuals in compliance with these Guidelines and/or
- create photo galleries in their official accounts of photos posted by athletes in compliance with these Guidelines

provided that such shares/posts/collabs are not commercial (unless the collab is with a Paralympic Sponsor as expressly authorised in the Guidelines.)

NPCs, IFs, national federations, IPC regional organisations and Paralympic Sponsors may not natively post, edit or aggregate (meaning downloading a selection of content posted by an athlete, then posting it on the organisation's official account) any content posted by an athlete pursuant to these Guidelines on their respective official accounts.

Questions

If an accredited individual has any question about the Social Media Guidelines, please contact your NPC.

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