

## IPC Social Media Guidelines for Persons Accredited at the London 2012 Paralympic Games

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### 1. Introduction

Following its rapid growth in recent years, the London 2012 Paralympic Games will be the first truly Social Media Games.

The International Paralympic Committee (IPC) would like to actively encourage all athletes and Accredited Persons to use Social Media to share their experiences of the Paralympic Games through Social Media in London.

This will help further promote the Games, the athletes taking part and the Paralympic Movement as a whole.

Accredited Persons who use Social Media should be aware though that whilst using Social Media during London 2012 they need to operate within certain guidelines which are outlined in this document.

These guidelines aim to ensure that no-one brings the Paralympic Movement or the Games into disrepute and apply to all Accredited Persons at London 2012 from 21 August – 12 September 2012.

In addition to these Social Media guidelines accredited persons at the Games must abide by the IPC Handbook and related guidelines.

National Paralympic Committees (NPCs), International Paralympic Sport Federations (IPSFs) and the London 2012 Organizing Committee (LOCOG) may implement their own Social Media Guidelines for their athletes, team and/or staff/workforce members, which operate within this overall framework.

### 2. Definition of Social Media

Social Media is a group of Internet-based applications, which allows the generation and exchange of user generated content. Social Media includes, but is not limited to:

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53113 Bonn, Germany

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Fax. +49-228-2097-209

E-mail: [info@paralympic.org](mailto:info@paralympic.org)  
Web: <http://www.paralympic.org>

### **Blogs**

A blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order, accessible by the general public.

### **Microblogs**

Similar to blogs but the content is typically smaller in both aggregate and actual file size. Microblogs, such as twitter, allow users to exchange small elements of content such as short sentences, individual images, or video links.

### **Social network services (such as Facebook, MySpace, etc.)**

A social networking service is an online service, platform, or site that consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services provide means for users to interact over the internet and share ideas, activities, events, and interests within their individual networks.

### **Wikis**

A wiki (Listeni /ˈwɪki/ WIK-ee) is a website that allows the creation and editing of any number of interlinked web pages via a web browser.

## **3. Postings**

The IPC encourages all Accredited Persons to post updates on Social Media sites during the Games. These must be in the first person, their own personal opinion or views and related to their own personal Paralympic-related experience.

They should not contain any interview with, or stories about, other Accredited Persons

Postings should be polite, courteous, and respectful in their messages to others and shall not use obscene, profane, vulgar, sexually explicit, defamatory, or abusive language.

Posts must not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging and organization of the Games and, where relevant, the Accredited Person's respective team or the privacy of any other Accredited Person.

Social Media and blogging activities by Accredited Persons must not be for commercial and/or advertising purposes.

In any event, postings containing Paralympic Content should at all times conform to the Paralympic values and the Paralympic Spirit as contained in the IPC Handbook, and be dignified and in good taste.

#### **4. Sound or Moving Images of the Games**

Due to various broadcast contracts in place for the London 2012 accredited persons must not post any video and/or audio of the events, competitions or any other activities which occur at Paralympic Games venues.

Any video/audio of this type must be for personal use only and not uploaded to any online platforms whether on a live or delayed basis.

We do though encourage Accredited Persons to post video and audio from outside the venues.

Due to restrictions originating from broadcast agreements and agreements with artists performing in the Ceremonies, the IPC and LOCOG cannot allow accredited persons to use any videos taken during the Opening and Closing Ceremonies of the Games for other purposes than personal ones. However, LOCOG and the IPC are allowed to post videos from such ceremonies on online platforms controlled by them. Therefore, the IPC and LOCOG would like to encourage accredited persons to post their videos from the Opening and Closing Ceremonies on the London 2012 website, London 2012 social media channels or via official London 2012 mobile applications through an application that will be set up by LOCOG. LOCOG cannot guarantee that all contributions will be published. All these video clips should be limited to a maximum of two minutes in length.

Athletes may also film themselves in their residential zone of the Paralympic Village and publish the video clips through Social Media. No filming in the residential zone of other NPCs or in the Paralympic Village plaza is allowed.

Accredited Persons must not film or record audio whilst in back-of-house areas of any competition venues, including, but not limited to, warm up areas, locker rooms, call rooms, Paralympic Family lounges, and field of play.

#### **5. Still Pictures**

The IPC is happy for Accredited Persons to upload images from the Paralympic Games from inside and outside the venues for personal use. It is not permitted to commercialize, sell or otherwise distribute these photographs. If other persons are featured in still pictures, their consent to publish the picture shall be obtained.

Such pictures must not infringe on a person's confidentiality or bring the Paralympic Movement in disrepute.

Pictures published through Facebook should be tagged "ParalympicSport.TV", and on Twitter as @paralympic.

Accredited Persons must not take pictures whilst in back-of-house areas of any competition venues, including, but not limited to, warm up areas, locker rooms, call rooms, Paralympic Family lounges, and field of play.

## **6. Media**

Accredited media may freely utilize social media platforms for *bona fide* reporting purposes. Photos taken by accredited photographers may be published for editorial purposes on social media platforms in accordance with the Photographers Undertaking. All other provisions of these Guidelines apply.

## **7. Paralympic Marks**

Accredited Persons do not have permission to use the Paralympic Symbol on any social media.

The word "Paralympic" and other Paralympic related words, including, but not limited to "Paralympic Games", "Paralympics" and "Paralympic Team(s)" and may only be used solely for editorial purposes in conjunction with Paralympic Content.

Under no circumstances may the Paralympic Marks be associated with any third party or any third party's products or services in any way that may give the impression that such third party's products or services have an official relationship with the IPC, the London 2012 Organizing Committee of the Olympic and Paralympic Games, any National Paralympic Committee and/or the Paralympic Movement.

## **8. Advertising and Sponsorship**

Accredited Persons must not include any commercial reference in connection with any Paralympic Content posted on their Social Media accounts. Specifically, this means that no advertising and/or sponsorship may be visible on screen at the same time as Paralympic Content in order to not create the impression of any connection between any third party and the Paralympic Games.

Advertising and/or sponsorship on the screen at the same time as Paralympic Content is allowed only if it is an IPC Partner, NPC partner or Games sponsor.

Any advertising and/or sponsorship must not be intrusive (i.e. no pop-ups nor expandable banners) and must not take up more than 15 % of the screen at any given time.

Accredited Persons may not post Paralympic Content on the websites of third parties, and should take all reasonable steps to stop third parties from doing so, if there is any association being made between such third parties or other advertising and/or sponsorship and, on the other hand, the Paralympic Content.

### **9. Domain Names/URLs/Page Naming**

Domain Names including the word “Paralympic” or “Paralympics” or similar are not permitted (eg, [myname]paralympic.com would not be permitted while [myname].com/paralympic would be allowed but only during the period in which these Guidelines are applicable).

### **10. Links**

Accredited Persons posting Paralympic Content are encouraged to upload their content during the Games to the following websites

their respective NPC’s official website and social media pages

[www.paralympic.org](http://www.paralympic.org) – the official website of the IPC,

[www.paralympicsport.tv](http://www.paralympicsport.tv) – the official Internet TV channel of the IPC

[www.facebook.com/paralympicsport.tv](http://www.facebook.com/paralympicsport.tv) - the official Facebook page of ParalympicSport.TV

[www.youtube.com/paralympicsporttv](http://www.youtube.com/paralympicsporttv) - the official YouTube channel of ParalympicSport.TV

[www.london2012.com](http://www.london2012.com) – the official website of the London 2012Paralympic Games.

### **11. Liability**

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on a Social Media platform they are responsible for their commentary. Social Media users can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, Social Media users post their content at their own risk and they should make it clear that the views expressed are their own.

### **12. Responsibility and Further Restrictions**

LOCOG, the National Paralympic Committees, the International Federations and other entities present at the Games (eg, media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Games) are informed of the content of these Guidelines and agree to fully comply with them. The above-mentioned entities may also impose upon their respective delegations more restrictive blogging guidelines relating to the Games.

### **13. Prior or Subsequent Agreements entered into by the IPC**

Nothing in these Guidelines shall be interpreted as amending or superseding the terms and conditions set forth in any agreement entered into, or to be entered into, by the IPC.

### **14. Infringement of Guidelines**

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person's PIAC or ticket, as foreseen in the Accreditation and Sport Entries at the Paralympic Games User's Guide. The IPC reserves the right to take any and all other measure(s) it deems fit with respect to infringements of these Guidelines, including taking legal action for monetary damages and imposing other sanctions.

In doubt, please contact the IPC Media & Communications Department at [eva.werthmann@paralympic.org](mailto:eva.werthmann@paralympic.org).

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