



International
Paralympic
Committee

IPC Social Media Guidelines

For Persons Accredited at the Sochi 2014 Paralympic Winter Games

September 2013

International Paralympic Committee

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1 Introduction

For the Sochi 2014 Paralympic Winter Games, the International Paralympic Committee (IPC) is actively encouraging all athletes and Accredited Persons to share their Games experience through Social Media whilst, at the same time, using common sense.

In 2012 #paralympics was the top trending sport event on Twitter, showing that Social Media has the opportunity to engage new audiences and broaden the reach and appeal of the Games and the Paralympic Movement.

Accredited Persons should be aware though that whilst using Social Media during Sochi 2014 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 Sochi 2014 from 27 February - 19 March 2014.

Capitalised terms in these Social Media Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

In addition to these Guidelines, Accredited Persons at Sochi 2014 must abide by the IPC Handbook and related guidelines.

National Paralympic Committees (NPCs), International Sport Federations (IFs) and the Sochi 2014 Organising Committee (SOCOG) may implement their own guidelines for their athletes, team and/or staff/workforce members, which operate within this overall framework.

2 Postings

The IPC encourages all Accredited Persons to post updates on Social Media sites during the Games, whilst at all times using common sense. These must be in the first person, reflecting their own personal opinion or views and related to their own personal Paralympic Games related experience. Accredited Persons must not assume the role of a journalist, reporter or any other media capacity.

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

Posts must not disclose any confidential or private information in relation to any third party including, but without limitation to, information which may compromise the security, staging and organisation 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.

3 Sound or moving images of the Games

Due to various broadcast contracts in place, Sochi 2014 Accredited Persons (excluding Broadcast Rights-holders) 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 Sochi 2014 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, Sochi 2014 and the IPC are allowed to post videos from such ceremonies, events and competitions at Paralympic Games venues on online platforms controlled by them.

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.

4 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 commercialise, sell or otherwise distribute these photographs. If other persons are featured in still pictures, their consent to publish the picture should be obtained.

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



We encourage athletes who publish pictures through Facebook to tag with “Paralympic Games”, on Twitter with @paralympic, on G+ with +paralympics and on Instagram with @paralympics. Pictures can also be pinned to the IPC’s Sochi 2014 Pinterest board: <http://pinterest.com/paralympics/sochi-2014-paralympic-winter-games/>. Pictures should also include the hashtags #Sochi2014 and #Paralympics.

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.

5 Paralympic marks

Accredited Persons do not have permission to use the Paralympic Symbol on any Social Media, except when the photo with the Paralympic Symbol reflects the personal Paralympic Games related experience of the Accredited Person.

The word “Paralympic” and other Paralympic related words, including, but not limited to “Paralympic Games”, “Paralympics” and “Paralympic Team(s)” 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 Sochi 2014 Organising Committee of the Olympic and Paralympic Games, any National Paralympic Committee and/or the Paralympic Movement.

6 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 not to 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 per cent 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.

7 Accredited Media

Accredited media may freely use social media platforms or websites for reporting purposes. Photos taken by accredited photographers (including of Paralympic Marks) may be published for editorial purposes on social media platforms and websites.

8 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).

9 Links

Accredited Persons posting Paralympic content during the Games should be aware of the following online channels which may feature various content. They are encouraged to link their content to these websites:

www.paralympic.org – the official website of the IPC (by emailing news@paralympic.org)

www.ParalympicSport.TV – the official Internet TV channel of the IPC

www.facebook.com/ParalympicGames - the official Facebook page of the IPC

www.facebook.com/IPCAlpineSkiing – the official Facebook page for IPC Alpine Skiing

www.facebook.com/IPCNordicSkiing – the official Facebook page for IPC Nordic Skiing

www.facebook.com/IceSledgeHockey – the official Facebook page for IPC Ice Sledge Hockey

www.

www.facebook.com/WorldCurlingFederation – the official Facebook page for the World Curling Federation

www.Twitter.com/Paralympic – The official Twitter page of the IPC

www.Twitter.com/IPCAlpine – the official Twitter page for IPC Alpine Skiing

www.Twitter.com/IPCNordic – the official Twitter page for IPC Nordic Skiing

www.Twitter.com/IPCISH – the official Twitter page for IPC Ice Sledge Hockey

www.



www.twitter.com/WCFmedia – the official Twitter page for the World Curling Federation

www.google.com/+Paralympics – the official G+ page of the IPC

www.youtube.com/paralympicsporttv - the official YouTube channel of ParalympicSport.TV

www.sochi2014.com – the official website of the Sochi 2014 Paralympic Games.

10 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.

11 Responsibility and further restrictions

Sochi 2014, the National Paralympic Committees, the International Sport Federations and other entities present at the Games (e.g. 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 guidelines relating to the Games.

12 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.

13 Infringement of Guidelines

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person's Paralympic Identification and Accreditation Card (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 Digital Media Manager at Natalia.Dannenbergs@paralympic.org or the IPC Media Operations Manager at Eva.Werthmann@paralympic.org.



14 Definitions

14.1 Guidelines

“Guidelines” means the IPC Social Media Guidelines for participants and other Accredited Persons at the Sochi 2014 Paralympic Winter Games.

14.2 Accredited Persons

“Accredited Persons” means all Accredited Persons, in particular all athletes, coaches, officials, personnel of NPCs and International Sport Federations and members of media accredited to the Paralympic Games.

14.3 Sochi 2014

“Sochi 2014” refers only to the Sochi 2014 Paralympic Winter Games.

14.4 Social Media

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

14.5 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.

14.6 Microblogs (such as Twitter)

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

14.7 Social Networking Sites (such as Facebook, MySpace, G+ etc.)

A Social Networking Site 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 Networking Sites provide means for users to interact over the internet and share ideas, activities, events, and interests within their individual networks.

14.8 Wikis

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

14.9 Content communities (such as YouTube, vimeo, Instagram and DailyMotion)

A site where users generate and share content to a community.