



International  
**Paralympic**  
Committee

## **IPC Social Media Guidelines**

**For Persons Accredited at the 2014 IPC Athletics European Championships Swansea**

July 2014

**International Paralympic Committee**

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## 1 Introduction

For the 2014 IPC Athletics European Championships Swansea (“Championships”), the International Paralympic Committee (IPC) is actively encouraging all athletes and Accredited Persons to share their Championships experience through Social Media whilst, at the same time, using common sense.

As proved at London 2012 and Sochi 2014, Social Media has the opportunity to engage new audiences and broaden the reach and appeal of para-sport and the Paralympic Movement.

Accredited Persons should be aware though that whilst using Social Media during the Championships 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 Championships into disrepute and apply to all Accredited Persons at the Championships from 18-25 July 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 the Championships must abide by the IPC Handbook and related guidelines.

National Paralympic Committees (NPCs), International Sport Federations (IFs) and the Local Organising Committee (LOC) of the Championships 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 Championships, 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 Championships 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 Championships 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 para-sport 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 Championships**

Due to various broadcast contracts in place, Championships Accredited Persons must not post any video and/or audio of the events, competitions or any other activities which occur at Championships 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.

IPC Athletics is allowed to post videos from such ceremonies, events and competitions at Championships venues on online platforms controlled by them.

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, , and field of play.

### **4 Still pictures**

The IPC is happy for Accredited Persons to upload images from the Championships 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 "Swansea 2014", on Twitter with @IPC Athletics, on G+ with +paralympics and on Instagram with @paralympics. Pictures should also include the hashtags #Swansea2014 and #IPC Athletics.

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, and field of play.



## 5 Championships marks

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

Under no circumstances may the Championships 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 IPC Athletics, the LOC of the Championships, any National Paralympic Committee and/or the Paralympic Movement.

## 6 Advertising and sponsorship

Accredited persons are not permitted to promote any brand, product or service within a posting, blog or tweet or otherwise on any social media platforms or on any websites. Accredited persons must not enter into any exclusive commercial agreement with any company with respect to their postings, blogs or tweets on any social media platforms or on any websites, unless they have obtained the prior written approval of their relevant NPC.

Sponsorship around any Championship content (including, without limitation, any features, results and still pictures) is not permitted, unless authorised by the IPC. Specifically, this means that no advertising and/or sponsorship may be visible on screen at the same time as Championships content in order not to create the impression of any connection between any third party and the Championships.

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

## 7 Accredited Media

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

## 8 Links

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

[www.ipc-athletics.org](http://www.ipc-athletics.org) – the official website of IPC Athletics

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



[www.facebook.com/IPCathletics](http://www.facebook.com/IPCathletics) – the official Facebook page for IPC Athletics

[www.Twitter.com/IPCathletics](http://www.Twitter.com/IPCathletics) – the official Twitter page for IPC Athletics

[www.google.com/+Paralympics](http://www.google.com/+Paralympics) – the official G+ page of the IPC

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

[www.swansea2014.com](http://www.swansea2014.com) – the official website of the Championships.

## **9 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.

## **10 Responsibility and further restrictions**

The LOC, the National Paralympic Committees, and other entities present at the Championships (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 Championships) 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 Championships.

## **11 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.

## **12 Infringement of Guidelines**

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person's Championships Identification and Accreditation Card (CIAC) or ticket, as foreseen in the Accreditation 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](mailto:Natalia.Dannenbergs@paralympic.org) or the IPC Media Operations Manager at [Eva.Werthmann@paralympic.org](mailto:Eva.Werthmann@paralympic.org).



## **13 Definitions**

### **13.1 Guidelines**

“Guidelines” means the IPC Social Media Guidelines for participants and other Accredited Persons at the 2014 IPC Athletics European Championships Swansea.

### **13.2 Accredited Persons**

“Accredited Persons” means all Accredited Persons, in particular all athletes, coaches, officials, personnel of NPCs, the LOC, IPC Athletics and members of media accredited to the Championships.

### **13.3 Championships**

“Championships” refers only to the 2014 IPC Athletics European Championships Swansea

### **13.4 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:

#### **13.5 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.

#### **13.6 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.

#### **13.7 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.

#### **13.8 Wikis**

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

#### **13.9 Content communities ( such as YouTube, vimeo, Instagram and DailyMotion)**

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

