



International
Paralympic
Committee

IPC Social and Digital Media Guidelines

For persons accredited to the Rio 2016 Paralympic Games

26 February 2016

International Paralympic Committee

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1 Introduction

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

Therefore, the International Paralympic Committee (**IPC**) actively encourages and supports athletes and other all other **Accredited Persons** at the **Paralympic Games** to share their experiences on Social and **Digital Media** with their friends, family and supporters.

Such activity must comply with these **Guidelines** as well as with the [IPC Handbook](#), Rio 2016 Eligibility Code, the [IPC Athlete and Participants' Image Policy](#) and [IPC Rules for the use of short extracts for news reporting applicable for the Rio 2016 Paralympic Games](#).

NPCs, IFs and Rio 2016 may implement their own guidelines for their athletes, team and/or staff, which operate within this overall framework.

These Guidelines aim to ensure that everyone respects the Paralympic Movement and the rights of third parties.

These Guidelines apply during the period beginning nine days prior to the Opening Ceremony and concluding at the end of the third day after the Closing Ceremony of the Paralympic Games, i.e. 30 August 2016 until 21 September 2016 (**Paralympic Games Period**).

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

Any exception to the requirements of these Guidelines will only be permitted with the prior written consent of the IPC.

Please also refer to the “Frequently Asked Questions” section for more detailed information on these Guidelines.

2 General principles

The IPC encourages all Accredited Persons to share their experiences on Social and Digital Media during the Games.

Posts must be in the first person, diary-type format, reflecting the Accredited Person’s own personal Paralympic Games experience.

Accredited Persons must not assume the role of a journalist, reporter or any other media capacity (unless they have media accreditation).

Social and Digital Media posts by Accredited Persons must not be for commercial and/or advertising purposes and should not create or imply an association of a third party with the IPC, the Paralympic Games or the Paralympic Movement (unless this has been specifically authorised by the IPC in writing).



Postings should be polite, courteous, and respectful to others.

Accredited Persons should not:

- publish posts on Social and Digital Media for the purposes of any form of political, religious or racial propaganda;
- use discriminatory, offensive, hateful, profane, vulgar, sexually explicit, or defamatory language or images;
- intrude upon the privacy of participants and other Accredited Persons and entities at the Paralympic Games without the consent of such participants, persons and entities;
- infringe upon any intellectual property rights, or other rights of any third party;
- interfere with the competitions or the ceremonies of the Paralympic Games or with the role and responsibilities of the IPC, Rio 2016 or other entities that are part of the organisation of the Paralympic Games; or
- violate security measures instituted to ensure the safe conduct of the Paralympic Games.

3 Photographs

Accredited Persons can post still photographs that were taken for personal use within **Paralympic Venues**. It is not permitted to commercialise, sell or otherwise distribute these photographs.

More information is also available in the [IPC Photography and Filming Policy](#).

4 Video / Animated GIFs / audio

Accredited Persons can record video or audio content within or outside **Paralympic Competition Venues** and other Paralympic Venues, with non-professional recording equipment (no TV equipment, tripods or monopods are allowed).

Due to various broadcast contracts in place, Accredited Persons (excluding Broadcast Rightsholders) must not upload such audio or video content (including **Animated GIFs**) that have been captured in a Paralympic Competition Venue on Social and Digital Media (e.g. by uploading or streaming) or on any other type of media.

Broadcasting images via live-streaming applications (e.g. apps like [Periscope](#), [Meerkat](#)) is prohibited inside Paralympic Competition Venues.

Accredited Persons can share video or audio content and Animated GIFs taken outside Paralympic Competition Venues on Social and Digital Media provided that such posting complies with the requirements set out under the General principles section above.

In particular, it is not permitted to film other people in the Paralympic Village without their prior permission.

More information is also available in the [IPC Photography and Filming Policy](#).



5 Paralympic Marks

Accredited Persons must not use the **Paralympic Symbol** on any images/videos on Social or Digital Media, except when the image containing the Paralympic Symbol reflects the personal Paralympic Games related experience of the Accredited Person (e.g. a photo of an athlete standing in front of the Paralympic Symbol) or for factual and editorial purposes (e.g. in a news article covering the Games).

The word “Paralympic” and other Paralympic-related words, including, but not limited to “Paralympic Games”, “Paralympics”, “Paralympic Team(s)” and “Para” (together the Paralympic Terminology) can be used as a factual reference for editorial purposes within any Social or Digital Media that conforms with the requirements of these Guidelines.

Under no circumstances may the **Paralympic Marks** or **Paralympic Terminology** 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, Rio 2016, any NPC and/or the Paralympic Movement.

Accredited Persons must not use other Paralympic identifications such as NPC and/or Rio 2016 **Games Marks** on their Social or Digital Media, except when the image containing the NPC/Rio mark reflects the personal Paralympic Games related experience of the Accredited Person (e.g. a photo of an athlete standing in front of the mark), unless they have obtained the prior written approval of their relevant NPC and/or Rio 2016.

6 Advertising and sponsorship

Accredited Persons are reminded of the requirements of the [IPC Athlete and Participants’ Image Policy for the Rio 2016 Paralympic Games](#) and therefore they are not permitted to promote any brand, product or service on Social or Digital Media during the Paralympic Games Period unless permitted to do so under the said Policy.

7 Accredited media

Accredited media may use Social and Digital Media platforms for reporting purposes in accordance with their accreditation credentials. Photos taken by accredited photographers (including of where the Paralympic Marks are included) may be published for editorial purposes on Social and Digital Media.

8 Domain names / URLs / page naming / applications

Domain Names, mobile applications and Social Media handles including **Paralympic Terminology** are not permitted, unless approved by the IPC beforehand. For example, [yourname]paralympic.com or @[yourname]paralympic would not be permitted while [yourname].com/paralympic would be allowed provided the content made available through such page respects the other requirements included in these Guidelines and where the use is during the Paralympic Games Period only.



Similarly, Accredited Persons may not create stand-alone Paralympic-themed websites, applications or any other features to host coverage of the Games.

9 Links

The IPC encourages athletes to use the hashtag #ProudParalympian and all Accredited Persons to use #Rio2016 and #Paralympics.

The IPC encourages participants and other Accredited Persons to “link” their Social and Digital Media platforms to the official site of the Paralympic Movement (www.Paralympic.org), the official site of the Paralympic Games (www.rio2016.com) and the official site of their relevant NPC.

Accredited Persons posting Paralympic content during the Games should be aware of the following online channels which may feature a variety of content. They are encouraged to link their content to these websites and tag the following Social Media profiles:

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

www.rio2016.com – the official website of the Rio 2016 Paralympic Games.

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

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

www.twitter.com/Paralympics - the official Twitter account of the IPC

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

Please refer to the IPC Social Media Toolkit for Rio 2016 for a full list of relevant social media accounts.

10 Liability

When Accredited Persons choose to go public with their opinions on Social or Digital Media, they are responsible for their commentary. Accredited Persons can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party’s rights.

This applies also in case Accredited Persons authorise a third party to manage their Social Media accounts or to express opinions on their behalf.

In essence, participants and other Accredited Persons post their opinions and any other materials at their own risk and they should make it clear that the views expressed are their own.

11 Responsibility and monitoring

The IPC will monitor Paralympic online content to ensure that these Guidelines are being complied with.



Rio 2016, NPCs, IFs and other entities present at the Games (e.g. future OCOGs, 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 about 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.

The IPC asks for the support of all participants and other Accredited Persons in halting any ambush activity or any sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Paralympic Games and the Paralympic Movement. The IPC asks that participants and other Accredited Persons discovering unauthorised content please report it immediately to IPC Digital Media Manager Natalia.Dannenberg@paralympic.org.

12 Infringement of guidelines

The accreditations of any organisation or person accredited at the Paralympic Games may be withdrawn without notice, at the discretion of the IPC, for the purposes of ensuring compliance with these Guidelines. The IPC reserves the right to take any other measures it deems fit with respect to infringements of these Guidelines, including issuing a **Take Down Notice**, taking legal action for damages, and imposing other sanctions.

If you have any queries, accredited media should contact the IPC Media Operations Senior Manager (Eva.Werthmann@paralympic.org). All other Accredited Persons should direct their queries to the IPC Digital Media Manager (Natalia.Dannenberg@paralympic.org).

13 Amendments/interpretation

The IPC reserves the right to amend these Guidelines, as it deems appropriate. The IPC Governing Board shall be the final authority with respect to the interpretation and implementation of these Guidelines. The English version of these Guidelines will prevail.



Definitions

“**Animated GIF**” is a file format that supports multiple “frames” that give the impression of motion when displayed in a sequence, similar to a flip book. The animation may repeat continuously on a loop or play once. They can be created from a video file or from a series of still images.

“**Accredited Persons**” means all persons who are issued with any form of official accreditation to the Paralympic Games.

“**Digital Media**” refers to all digitised content (text, audio, graphics, video) that can be transmitted over the internet or via computer/mobile networks, including but not limited to websites and apps.

“**Games Marks**” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Paralympic Games and does not include the Paralympic Symbol.

“**Guidelines**” means the IPC Social and Digital Media Guidelines for persons accredited to the Rio 2016 Paralympic Games.

“**IF**” means International Federation for a sport on the Paralympic Games programme.

“**IPC**” means the International Paralympic Committee.

“**NPC**” means National Paralympic Committee.

“**Paralympic Competition Venues**” means all venues where official competitions take place including all the associated or linked official training and practice facilities.

“**Paralympic Games**” means the Rio 2016 Paralympic Games to be held between 7-18 September 2016.

“**Paralympic Games Period**” means the relevant period beginning nine days prior to the Opening Ceremony and concluding at the end of the third day after the Closing Ceremony of the Paralympic Games, i.e. 30 August 2016 until 21 September 2016.

“**Paralympic Marks**” means the Paralympic Symbol and the Games Marks.

“**Paralympic Symbol**” means the Three Agitos design, the symbol of the International Paralympic Committee.

“**Paralympic Terminology**” includes the word “Paralympic” and other Paralympic-related words, including, but not limited to “Paralympic Games”, “Paralympics”, “Paralympic Team(s)” and “Para”, including their equivalent in languages other than English.

“**Paralympic Venues**” shall include all venues which require a Paralympic accreditation card or ticket to gain entry, including the Paralympic Village, **Paralympic Village Plaza**, the Paralympic Competition Venues and the Barra Paralympic Park.

“**Paralympic Village Plaza**” means the zone which will be located adjacent to but separated from the Residential Zone of the Paralympic Village which will host a number of activities



including Team Welcome Ceremonies. It is an area where athletes, team officials, guests and media can interact.

“**Residential Zone**” is a highly restricted area of the Paralympic Village containing accommodation, offices and services for athletes and team officials.

“**Rio 2016**” refers to the Rio 2016 Organising Committee for the Olympic and Paralympic Games.

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

- **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 (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.
- **Social Networking Sites (such as Facebook, 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.
- **Wikis**
- A Wiki is a website that allows the creation and editing of any number of interlinked web pages via a web browser.
- **Content Communities (such as YouTube, vimeo, Instagram, Periscope, Snapchat, Meerkat and DailyMotion)**
A content community is a site where users generate and share content to a community.

“**Take Down Notice**” means a notice requiring an Accredited Person or third party to take down a blog or post in whole or in part within a specified time.



Frequently Asked Questions

These FAQs are provided by the **IPC** for information purposes only. **Accredited Persons** at the Rio 2016 Paralympic Games (the “**Paralympic Games**”) are invited to consult the IPC **Social Media and Digital Media Guidelines** (the “**Guidelines**”) in their full version, available at www.paralympic.org/rio-2016/guides-and-policies.

Q: Who is concerned by the Guidelines?

A: The Guidelines apply to all Accredited Persons, e.g. athletes, coaches, officials, personnel of NPCs and of IFs and members of media accredited to the Games.

Q: When do the Guidelines apply?

A: The Guidelines apply from 30 August 2016 until 21 September 2016.

Q: Can I use Social Media or update my blog/website during my participation in the Games?

A: YES; the IPC encourages all Accredited Persons to share your experience at the Games with others through Social and Digital Media, but requests that certain rules outlined in the IPC Social and Digital Media Guidelines for persons accredited to the Rio 2016 Paralympic Games are observed.

During the **Paralympic Games Period**, Accredited Persons are not allowed to commercialise your Social and Digital Media activities (see further below “Can I post about my sponsors during the Games?”).

There are also restrictions on posting photos and audio and visual material. (See below “Can I share photos taken from Paralympic Venues?” and “Can I share videos taken from within Paralympic Venues?”)

Also remember that any online activity is still subject to applicable laws (such as defamation, privacy and intellectual property laws) and so the Guidelines require Accredited Persons to respect those laws and ensure that your Social Media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory or offensive towards other persons are also prohibited.

Q: Can I post about the competitions?

A: YES; You (Accredited Persons) can post about your participation in the Paralympic competitions, other competitions or your experiences generally during the Games, but - unless you are members of accredited media - you should not assume the role of a journalist or media outlet. Posting should therefore be in a first-person, diary-type format. In your online activities, you must not disclose any information which is confidential or private in relation to any other person or organisation involved in the Games.

Q: Can I answer questions from the media asked through Social or Digital Media?

A: YES; in the same way as offline, Accredited Persons are allowed - but under no obligation - to answer questions from the media asked through Social or Digital Media. You should also



be vigilant about your postings and keep in mind that what you say and post on Social or Digital Media will be in the public domain and may be used by the media. In essence, you post your opinions and any other materials at your own risk and you should make it clear that the views expressed are your own.

Q: Can I share photos taken from Paralympic Venues?

A: YES; Accredited Persons can share still photographs taken within or outside competition venues and other Paralympic Venues on Social or Digital Media provided such postings are not used for commercial purposes and respect applicable laws and the rights of others. Please note that specific requirements apply in the perimeter of the Paralympic Villages (see below “Can I post photos or videos taken within the Paralympic Village?”).

More information is also available in the IPC Photography and Filming Policy.

Q: Can I share videos taken from within Paralympic Venues?

A: Accredited Persons can record video or audio content within or outside **Paralympic Competition Venues** and other Paralympic Venues, with non-professional recording material (no TV equipment, tripods or monopods are allowed). However, video or audio content as well as **Animated GIFs** taken from within Paralympic Competition Venues must only be for personal use and must not be uploaded or shared on Social or Digital Media.

Broadcasting images via live-streaming applications (e.g. Periscope, Meerkat, Facebook Mentions app) is prohibited inside Paralympic Competition Venues.

Accredited Persons can share video or audio content taken outside Paralympic Competition Venues on Social and Digital Media provided that such posting is not for commercial purposes, complies with the General principles of the Guidelines and respects applicable laws and the rights of others.

More information is also available in the [IPC Photography and Filming Policy](#).

Q: Can I post photos or videos taken within the Paralympic Village?

A: Accredited Persons can take photos and record videos or audio within the Paralympic Village and such images can be shared on Social or Digital Media. However, it is important to keep in mind that if another person’s image is included or referred to in a posting such person’s privacy is respected, and as such permission should be obtained beforehand.

Persons staying in the Paralympic Village are also required to respect the protected atmosphere of the Paralympic Villages and are not allowed to report on the activities of other residents, unless you have obtained such other persons’ consent beforehand.

More information is also available in the [IPC Photography and Filming Policy](#).

Q: Can I post about my sponsors during the Games?

A: Generally NO. As a principle, Accredited Persons should only use Social and Digital Media during the period of the Games for the purposes of sharing your experiences and



communicating with your friends, family and supporters and not for commercial and/or advertising purposes.

Only if you have obtained the prior written approval of the IPC or your **NPC**, may you post about your sponsors, promote any brand, product or service on Social or Digital Media or use Social and Digital Media in a manner that creates or implies any association between the Games or the IPC and a third party, or its products and services.

All Accredited Persons must ensure that your activities on Social and Digital Media comply with the requirements of the [IPC Athlete and Participants' Image Policy](#) and the related instructions issued by the IPC, Rio 2016 and your respective NPCs. The IPC Athlete and Participants' Image Policy contains limited exceptions to permit advertising by Paralympic sponsors or, in certain circumstances, by other sponsors running existing campaigns.

Q: Can I use the Paralympic Symbol or other Paralympic properties in my Social or Digital Media posts?

A: Accredited Persons must not use the Paralympic Symbol on any Social or Digital Media, except when the image containing the Paralympic Symbol reflects the personal Paralympic Games related experience of the Accredited Person (e.g. a photo of an athlete standing in front of the Paralympic Symbol) or for factual and editorial purposes (e.g. in a news article covering the Games).

The word “Paralympic” and other Paralympic-related terminology can be used by Accredited Persons on Social and Digital Media but only for editorial/factual purposes (for example to describe and report about your experience at the Games).

The use of the Rio 2016 **Games Marks** is subject to the prior written approval of Rio 2016, while the use of the NPC emblems is subject to the relevant NPCs.

In any event, the Paralympic symbol and the other Paralympic properties must not be used for commercial purposes, or in a manner that suggests any association between the Paralympic Games or the IPC and a third party, or its products and services, or any kind of endorsement by the IPC or Rio 2016.