



INTERNATIONAL
OLYMPIC
COMMITTEE

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IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Sochi 2014 Olympic Winter Games

1. Introduction

The IOC actively encourages and supports athletes and other accredited persons at the Olympic Games to take part in social media and to post, blog and tweet their experiences. Such activity must respect the Olympic Charter and must comply with the following.

Capitalised terms used in these Social Media, Blogging and Internet Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

These Guidelines apply to all Participants and Other Accredited Persons, from the opening of the Olympic Villages on 30 January 2014, until the closing of the Olympic Villages on 26 February 2014.

2. Postings, Blogs and Tweets

The IOC encourages Participants and Other Accredited Persons to post comments on social media platforms or websites and tweet during the Olympic Games, and it is entirely acceptable for any Participant or Other Accredited Person to do a personal posting, blog or tweet. However, any such postings, blogs or tweets must be in a first-person, diary-type format. Participants and Other Accredited Persons must not assume the role of a journalist, reporter or any other media capacity, or disclose any information which is confidential or private in relation to any other person or organisation.

Postings, blogs and tweets should at all times conform to the Olympic spirit and fundamental principles of Olympism as contained in the Olympic Charter, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and shall not contain vulgar or obscene words or images.

3. Photographs

Participants and Other Accredited Persons can post still photographs taken within Olympic Venues on social media platforms or websites for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs.

4. Video/Audio

Participants and Other Accredited Persons cannot post any video and/or audio of the events, competitions or any other activities which occur at Olympic Venues (including the Olympic Villages). Such video and/or audio must only be taken for personal use and in particular must not be uploaded and/or shared to a posting, blog or tweet on any social media platforms, or to a website.

Photographs, video and/or audio that are taken outside of Olympic Venues are not subject to the above-noted restrictions and can be shared on websites and social media platforms, provided they comply with the other requirements included in these Guidelines.

5. Participants and Other Accredited Persons staying in the Olympic Villages

Because of the protected environment, there are more restrictive guidelines for the residential area of the Olympic Villages in order to protect the residents' privacy: Participants and Other Accredited Persons staying in the Olympic Villages must not report on the activities of other residents, without such persons' consent. Photos of the Participants or Other Accredited Persons themselves in the Olympic Villages can be posted, but if any other persons appear in the photo, their prior permission must be obtained by the person posting such photo.

6. Accredited Media

Accredited media may freely utilise social media platforms or websites for *bona fide* reporting purposes. Photos taken by accredited photographers may be published for editorial purposes on social media platforms or websites in accordance with the Photographers Undertaking. The Olympic symbol – i.e. the five interlaced rings, which is the property of the IOC – can be used by accredited media for factual and editorial purposes, for example in a news article covering the Olympic Games. All other provisions of these Guidelines apply.

7. Olympic Properties

Participants and Other Accredited Persons must not use the Olympic Symbol on their postings, blogs or tweets on any social media platforms or on any websites. Participants and Other Accredited Persons may use the word "Olympic" and other Olympic-related words on their postings, blogs or tweets on any social media platforms or on their websites, as a factual reference, provided that the word "Olympic" and other Olympic-related words are not associated with any third party or any third party's products or services. Participants and Other Accredited Persons must not use other Olympic properties such as NOC and/or Sochi 2014 emblems or mascots on 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 NOC and/or Sochi 2014.

8. Advertising and Sponsorship

Social media activity by Participants and Other Accredited Persons during the period of the Olympic Games should be undertaken for the purposes of sharing their experiences and communicating with their friends, family and supporters and not for commercial and/or advertising purposes. As is the case outside of the period of Olympic Games, the social media activity of Participants and Other Accredited Persons should not be used to create or imply any association between, on the one hand, a third party, or a third party's products and services, and, on the other hand, the IOC, the Olympic Games or the Olympic Movement, unless they have obtained the prior written approval of the IOC and/or the relevant NOC(s). All accredited competitors, coaches, trainers and officials should also note their obligations relating to Rule 40 of the Olympic Charter. Specific guidance in relation to Rule 40 will be made available by the IOC and the NOCs.

9. Domain Names/URLs/Page Naming/Applications

Domain names and URLs including the word "Olympic" or "Olympics" or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved by the IOC beforehand. For example, [www.\[myname\]olympic.com](http://www.[myname]olympic.com) would not be permitted while [www.\[myname\].com/olympic](http://www.[myname].com/olympic) would be allowed, but only during the period during which these Guidelines are applicable. Similarly, Participants and Other Accredited Persons may not create stand-alone Olympic-themed websites, application or any other feature to host coverage of the Olympic Games.

10. Links

The IOC encourages Participants and Other Accredited Persons to “link” their blogs, websites or social media accounts to the official site of the Olympic Movement (www.olympic.org), the official site of the Olympic Games (www.sochi2014.com) and the official site of the relevant NOC.

11. Liability

When Participants and Other Accredited Persons choose to go public with any comments, opinions and any other material in any way, including on a posting, blog or tweet on any social media platforms or on any websites, they are solely responsible for the consequences of their action. They must ensure that when doing so they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used in their posting, blog or tweet. Participants and Other 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. They should not (i) intrude upon the privacy of Participants and Other Accredited Persons and entities at the Olympic Games without the consent of such participants, persons and entities, (ii) interfere with the competitions or the ceremonies of the Olympic Games or with the role and responsibilities of the IOC, SOCHI2014 or other entities that are part of the organisation of the Olympic Games, or (iii) violate security measures instituted to ensure the safe conduct of the Olympic Games. 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.

12. Infringements

The accreditations of any organisation or person accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these Guidelines. The IOC reserves all its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions. Participants and Other Accredited Persons may also be subject to additional guidelines and sanctions in respect of social media, blogging and internet, from their relevant NOC.

13. Amendment/Interpretation

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

14. Definitions

“**Guidelines**” means the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Sochi 2014 Olympic Winter Games

“**IOC**” means the International Olympic Committee

“**SOCHI2014**” means the Organizing Committee of the XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in Sochi

“**NOC**” means National Olympic Committee

“**Olympic Games**” means the Sochi 2014 Olympic Winter Games, to be held between 7 and 23 February 2014

“**Olympic Venues**” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Villages, Olympic Village Plaza, Medals Plaza,

the competition venues, the training and practice venues and the Olympic Park Common Domain

“Olympic Park Common Domain” means the primary Olympic site in the Coastal Cluster in Sochi which contains multiple Olympic venues including all Ice Sport venues, the Medals Plaza, the Olympic Village and Olympic Stadium where the Opening and Closing Ceremonies will be held, and numerous other facilities. For the sake of these Guidelines, the International Broadcast Centre (IBC) and Main Press Centre (MPC) are located outside the Olympic Park Common Domain.

“Participants and Other Accredited Persons” means all accredited persons, in particular all athletes, coaches, officials, personnel of NOCs and International Sport Federations and members of media accredited to the Olympic Games

“Take Down Notice” means a notice requiring a Participant or other accredited person or third party to take down any content from any website, blog or social media platform, in whole or in part within a specified time

“Olympic Village Plaza” means the plaza which will be located adjacent to but separated from the residential zone of the Olympic Villages which will host a number of activities including Team Welcome Ceremonies.

Frequently Asked Questions

These FAQ are provided by the IOC for information purposes only. Participants and other accredited persons are invited to consult the IOC Social Media, Blogging and Internet Guidelines (the "Guidelines") in their full version, available online at <http://www.olympic.org/news/media-resources> and the NOC Extranet.

Q: Who is concerned by the Guidelines?

A: The Guidelines apply to all accredited persons, in particular to all athletes, coaches, officials, personnel of National Olympic Committees and International Federations and members of media accredited to the Olympic Games ("Participants").

Q: When do the Guidelines apply?

A: The Guidelines apply from the opening of the Olympic Villages (30 January 2014), until the closing of the Olympic Villages (26 February 2014).

Q: Can I use social media or update my blog/website during my participation in the Olympic Games?

A: YES; the IOC encourages Participants to blog about their experience at the Olympic Games but requests that certain rules are observed. In particular, Participants' activities on social media and the internet should comply with the Olympic Charter and be consistent with the Olympic values of "Friendship, Excellence and Respect". 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 Participants to respect those laws and ensure that their social media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory or otherwise offensive towards other Participants or third parties are also forbidden under the Guidelines.

During the period of the Olympic Games, Participants are not allowed to commercialise their social media and internet activity (see further below "Can I post about my sponsors during the Olympic Games?").

Q: Can I post about the competitions?

A: YES; Participants can post about their participation in the competitions, other competitions or their experiences generally during the Olympic Games, but they should not assume the role of a journalists or media outlet. Posting should hence be in first-person, diary-type format.

In their online activities, Participants must not disclose any information which is confidential or private in relation to any other person or organisation involved in the Olympic Games.

Q: Can I answer questions from the media asked through internet or social media?

A: YES; in the same way as offline, Participants are allowed - but under no obligation - to answer questions from the media asked through internet or social media. Participants should also be vigilant about their postings and keep in mind that what they say and post on the internet and social media will be in the public domain and may be used by the media.

Q: Can I share photos taken from Olympic venues?

A: YES; Participants can share still photographs taken within or outside competition venues and other Olympic venues on social media and internet 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 Olympic Villages (see below “**Can I post photos or videos taken within the Olympic Villages?**”).

Q: Can I share videos taken from Olympic Venues?

A: Participants can record video or audio content within or outside competition venues and other Olympic venues, with non-professional recording material (no TV equipment, tripods or monopods are allowed).

However, video or audio content taken from within Olympic venues (including from within the Olympic Villages or the Olympic Park) must only be for personal use and must not be uploaded or shared on any website, blog, social media page, public photo- or video-sharing sites or mobile application.

Participants can share video or audio content taken outside competition venues and other Olympic venues on social media and the internet provided that such posting is not for commercial purposes and respect applicable laws and the rights of others.

Q: Can I post photos or videos taken within the Olympic Villages?

A: YES; Participants can take photos within the Olympic Villages (except in areas designated as “no picture areas”) and such photos can be posted on the internet or social 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 permission should be obtained beforehand.

Videos or audio content recorded within the Olympic Village must only be for personal use and must not be uploaded or shared on any website, blog, social media page, public photo- or video-sharing sites or mobile application.

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

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

A: NO; Unless they have obtained the prior written approval of the IOC or their NOC, Participants must not, either promote any brand, product or service on their social media pages, blogs or personal websites, or use social media and internet in a manner that creates or implies any association between the Olympic Games or the IOC and a third party, or its products and services.

All competitors, coaches, trainers and officials must ensure that their activities on the internet and social media comply with the requirements of Rule 40 of the Olympic Charter and the related instructions issued by the IOC, Sochi 2014 and their respective National Olympic Committees.

Q: Can I use the Olympic symbol or other Olympic properties in my internet and social media posts?

A: Participants and other accredited persons are not allowed to use the Olympic symbol (the five interlocking rings) in their postings, blogs or tweets. Only members of accredited

media are authorised to use the Olympic symbol for factual and news editorial purposes, for example in a news article covering the Olympic Games.

The word “Olympic” and other Olympic-related terminology can be used by Participants in their social media and internet activities but only for editorial/factual purposes (for example to describe and report about their experience at the Games). The use of the Sochi 2014 emblem or mascots is subject to the prior written approval of Sochi 2014, while the use of the NOC emblems is subject to the relevant NOCs.

In any event, the Olympic symbol and other Olympic properties must not be used for commercial purposes, or in a manner that suggests any kind of endorsement by the IOC or Sochi 2014. The Olympic symbol and other Olympic properties should be used in their normal design or wording.
