



INTERNATIONAL
OLYMPIC
COMMITTEE

Lausanne, 30 March 2014

IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Nanjing Youth Olympic Games, 16 – 28 August 2014 (YOG)

1. Introduction

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

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 during the YOG Period, i.e. from the opening of the YOG Village on 12 Aug 2014, until the closing of the YOG Village on 30 Aug 2014.

2. Posts, Blogs and Tweets

The IOC encourages Participants and Other Accredited Persons to post comments on social media platforms or websites and tweet during the YOG Period, and it is entirely acceptable for any Participant, or Other Accredited Person, to do a personal post, blog or tweet. However, any such posts, blogs or tweets should 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 should not contain vulgar or obscene words or images.

3. Photographs

Participants and Other Accredited Persons can post still photographs taken within YOG 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 from competition venues

Subject to Section 5 below, Participants and Other Accredited Persons cannot post any video and/or audio of the events, competitions, or any other activities which occur at YOG Venues. 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 from outside of YOG Venues are not subject to the above-noted restriction and can be shared on social media platforms, provided they comply with the other requirements of these guidelines.



5. Video/Audio from the YOG Village

Participants and Other Accredited persons can take Self-Filmed Videos within the YOG Village and post such audio/video content on the internet and social media platforms provided that the principles defined in the present Guidelines are respected and in particular that such content is (i) in a first-person, diary-type format only, (ii) respecting the privacy of others (which means that if other persons, athletes or officials appear in the film, their permission must be obtained by the person posting such video) and (iii) not produced for commercial or advertising purposes and not commercialised in any way.

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. Media should also refer to “YOG News Access Rules for E Media - Nanjing2014”, which can be found on www.olympic.org

7. Olympic Properties

Participants and Other Accredited Persons must not use the Olympic Symbol, the YOG Marks 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 Nanjing 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 Nanjing 2014.

8. Advertising and Sponsorship

Social media activity by Participants and Other Accredited Persons during the YOG Period 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 the YOG Period, 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 YOG or the Olympic Movement, unless they have obtained the prior written approval of the IOC and/or the relevant NOC(s).

9. Domain names/URLs/Page naming

Domain names and URLs including the word “Olympic” or “Youth Olympic Games” or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved by the IOC beforehand (e.g. [www.\[myname\]youtholympicgames.com](http://www.[myname]youtholympicgames.com) would not be permitted while the URL [www.\[myname\].com/youtholympicgames](http://www.[myname].com/youtholympicgames) would be allowed, but only during the YOG Period. Similarly, Participants and Other Accredited Persons may not create stand-alone YOG- or Olympic-themed websites, apps or other features to host coverage of the YOG.



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 YOG (www.nanjing2014.org) 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 post, blog or tweet on any social media platform or on any website, they are solely responsible for their consequences of their action. They must ensure that when doing so they comply with all 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 which infringes on any person’s rights. They should not (i) intrude upon the privacy of any person at the YOG without the consent of such person, (ii) interfere with the competitions or ceremonies of the YOG or with the roles and responsibilities of the IOC, Nanjing 2014 or other entities that are part of the organisation of the YOG, or (iii) violate security measures instituted to ensure the safe conduct of the YOG. 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 YOG may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these Guidelines. The IOC reserves its right to take 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. Amendments/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 shall prevail.

14. Definitions

“**Guidelines**” means the IOC Social Media, Blogging and Internet Guidelines for persons accredited at the YOG

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

“**Nanjing 2014**” means the Nanjing Youth Olympic Games Organising Committee

“**NOC**” means National Olympic Committee

“**Olympic Symbol**” means the five interlocking rings used alone



“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 YOG

“Self-Filmed Videos” means personal audio and/or video blogs recorded with non-professional equipment, including smartphones, tablets and/or cameras.

“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

“YOG” means the Nanjing Youth Olympic Games, to be held between 16 – 28 August 2014

“YOG Marks” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the YOG owned or controlled by the IOC or Nanjing 2014 or to which the IOC or Nanjing 2014 may acquire the rights to use and license others the right to use

“YOG Period” means the period running from the opening of the YOG Village on 12 Aug 2014, until the closing of the YOG Village on 30 Aug 2014.

“YOG Venue” shall include all venues which require an accreditation card or ticket to gain entry, including the YOG Village, the competition sites and the training and practice venues

“YOG Village” means the Youth Olympic Village