



INTERNATIONAL  
OLYMPIC  
COMMITTEE

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## **IOC Social and Digital Media Guidelines for persons accredited to the Games of the XXXI Olympiad Rio 2016**

### **Introduction**

The International Olympic Committee (the "IOC") encourages participants and other persons accredited at the Games of the XXXI Olympiad Rio 2016 (the "Games") to take part in social and digital media and to share their experiences with their friends, family and supporters. These guidelines are designed to ensure that this activity respects the Olympic values and the rights of third parties.

These guidelines apply to all participants and more generally to all accredited persons at the Games, i.e. all athletes, coaches, officials, personnel of National Olympic Committees and of International Federations and members of accredited media. They apply from the opening of the Olympic Village, on 24 July 2016, until the closing of the Olympic Village, on 24 August 2016.

Please also refer to the "**Frequently Asked Questions**" section for more detailed information on these guidelines.

### **1. General principles**

It is entirely acceptable for accredited persons to share their experience at the Games through internet or any other type of social and digital media, provided that it is done in a first-person, diary-type format and that the other requirements included in these guidelines are respected. Only the persons who are accredited as media may act as journalists, reporters or in any other media capacity while they are at the Games.

Postings made by, or on behalf of, accredited persons should at all times conform to the Olympic values of excellence, respect and friendship and must not be undertaken for the purposes of demonstration or any form of political, religious or racial propaganda. Such postings should be within the bounds of dignity and good taste and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal. The use of vulgar or obscene words or images is prohibited.

In addition to these guidelines, accredited persons may be submitted to additional guidelines related to the use of social and digital media, issued by National Olympic Committees or other organisations.

### **2. Photographs, video and audio**

Accredited persons can post or otherwise share on social and digital media still photographs taken within Olympic venues (i.e. all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Village, Olympic Village Plaza, the competition venues, the training and practice venues and the Barra Olympic Park) for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs. Moreover, to respect the privacy of residents, no pictures shall be taken in the areas of the Olympic Village designated as "no picture areas".

Accredited persons are allowed to capture audio or video of the events, competitions or any other activities which occur at Olympic venues for their personal use. However, such audio or video content must not be made available on social and digital media (e.g. by posting or streaming) or on any other type of media without the IOC's prior approval.

Still photographs, video and/or audio that are taken outside of Olympic venues are not subject to the above-noted restrictions and can be shared through social and digital media, provided that the other requirements included in these guidelines are respected.

### **3. Olympic properties**

Accredited persons must not use the Olympic symbol on social and digital media. The word “Olympic” and other Olympic-related words can be used, 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. Accredited Persons must not use other Olympic properties (such as National Olympic Committee and/or Rio 2016 emblems or mascots) on social and digital media, unless they have obtained the prior written approval of their relevant NOC and/or the Rio 2016 Organising Committee.

The Olympic symbol can be used by accredited media for factual and editorial purposes, for example in a news article covering the Games.

### **4. Advertising and sponsorship**

Accredited persons must not use social and digital media for any commercial and/or advertising purpose, in particular in a way which creates or implies 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 Games or the Olympic Movement, unless they have obtained the permission from the IOC and/or the relevant National Olympic Committee beforehand. The conditions under which accredited competitors, coaches, trainers and officials may allow third parties to use their person, name, picture or sports performances for advertising purposes, including on social and digital media, are described in the Guidelines on Rule 40 of the Olympic Charter issued by the IOC and the relevant National Olympic Committees.

### **5. Domain names/URLs/page naming/applications**

Domain names, URLs and social media handles including the word “Olympic” or “Olympics” or other Olympic-related terms (including their equivalents in languages other than English) are not allowed unless approved by the IOC beforehand. For example, [www.\[myname\]olympic.com](http://www.[myname]olympic.com) or @[myname]Olympic would not be permitted, while [www.\[myname\].com/olympic](http://www.[myname].com/olympic) would be allowed, provided the content made available through such page respects the other requirements included in these guidelines. Similarly, accredited persons may not create stand-alone Olympic-themed websites, applications or any other features to host coverage of the Games.

### **6. Compliance with laws and third parties’ rights**

When accredited persons choose to go public with any comments, opinions and any other material in any way, including on social and digital media, they are solely responsible for the consequences of their action. They must ensure that they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used.

When using social and digital media, accredited persons should not:

- (i) intrude upon the privacy of third parties;
- (ii) infringe upon any intellectual property rights, or other rights of any third party;
- (iii) disclose any information which is confidential or private in relation to another person or organisation;
- (iv) interfere with the competitions or the ceremonies of the Games or with the responsibilities of the IOC, the Rio 2016 Organising Committee or other entities that are part of the organisation of the Games; or
- (v) violate security measures instituted to ensure the safe conduct of the Games.

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 authorize a third party to manage their social media accounts or to express opinions on their behalf.

#### **7. Infringements**

The IOC reserves the right to take any appropriate measures with respect to infringements of these guidelines. The measures may include requiring the removal of any infringing content, withdrawing the accreditation of the responsible person or organisation, taking legal action or imposing other sanctions pursuant to the Olympic Charter.

#### **8. 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.

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## Frequently Asked Questions

These FAQ are provided by the IOC for information purposes only. Participants and other accredited persons at the Games of the XXXI Olympiad Rio 2016 (the "Games") are invited to consult the IOC Social and Digital Media Guidelines (the "Guidelines") in their full version, available at [www.olympic.org](http://www.olympic.org).

**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 of International Federations and members of media accredited to the Games.

**Q: When do the Guidelines apply?**

**A:** The Guidelines apply from the opening of the Olympic Village, on 24 July 2016, until the closing of the Olympic Village, on 24 August 2016.

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

**A:** YES; the IOC encourages all accredited persons to share their experience at the Games with others through internet or any social media (e.g. via services such as Facebook, Twitter, Instagram, Weibo, VKontakte, etc.) but requests that certain rules are observed.

In particular, this activity should comply with the Olympic Charter and be consistent with the Olympic values of excellence, respect and friendship. 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 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 persons are also prohibited.

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

**Q: Can I post about the competitions?**

**A:** YES; Participants and other accredited persons can post about their participation in the competitions, other competitions or their experiences generally during the Games but, unless they are members of accredited media, they should not assume the role of a journalist or media outlet. Posting should hence be in a first-person, diary-type format. In their online activities, accredited persons 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 internet or social 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 internet or social media. They 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. In essence, they post their opinions and any other materials at their own risk and they should make it clear that the views expressed are their own.

**Q: Can I share photos taken from Olympic venues?**

A: YES; accredited persons 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 within Olympic venues?**

A: Accredited persons 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 (i.e. all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Village, Olympic Village Plaza, the competition venues, the training and practice venues and the Barra Olympic Park) must only be for personal use and must not be uploaded or shared on any website, blog, social media page, photo- or video-sharing sites, or other mobile application. Broadcasting images via live-streaming applications (e.g. Periscope, Meerkat) is prohibited inside Olympic venues.

Accredited persons 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 respects applicable laws and the rights of others.

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

A: Accredited persons can take photos within the Olympic Village (except in areas designated as “no picture areas”) and such photos can be shared 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.

Accredited persons can also record videos or audio content in the Olympic Village but only for personal use and such content video or audio content must not be uploaded or shared on any website, blog, social media account, public photo- or video-sharing sites or mobile application. Broadcasting images via live-streaming applications (e.g. Periscope, Meerkat) is prohibited inside the Olympic Village.

Persons staying in the Olympic Village 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 Games?**

A: As a principle, accredited persons should only use social media during the period of the Games for the purposes of sharing their experiences and communicating with their friends, family and supporters and not for commercial and/or advertising purposes. Accredited persons may only post about their sponsors, promote any brand, product or service on social or digital media or otherwise use social and digital media in a manner that creates or implies any association between the Games or the IOC and a third party, or its products and services, if they have obtained the prior written approval of the IOC or their National Olympic Committee.

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, Rio 2016 Organising Committee and their respective National Olympic Committees. The Rule 40 Guidelines issued by the IOC contain limited exceptions to permit advertising by Olympic sponsors or, in certain circumstances, by other sponsors running existing campaigns.

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

**A:** Accredited persons are not allowed to use the Olympic symbol on social and digital media. 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 Games. The word “Olympic” and other Olympic-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 their experience at the Games). The use of the Rio 2016 emblem or mascots is subject to the prior written approval of Rio 2016 Organising Committee, while the use of the National Olympic Committees’ emblems is subject to the relevant National Olympic Committees.

National Olympic Committees may issue specific rules regarding the use of their emblems.

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