



INTERNATIONAL
OLYMPIC
COMMITTEE

Lausanne, 25 May 2010

IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Youth Olympic Games

Dear Sirs,

The International Olympic Committee is pleased to forward to you the IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Youth Olympic Games. These Guidelines have been developed by IOC Television & Marketing Services SA and Olympic Games, Youth Olympic Games, Legal Affairs and Communications Departments, and will help those wishing to develop Olympic-related web activity in connection with the upcoming Youth Olympic Games in Singapore. These Guidelines combine and replace all previously produced Blogging and Internet Guidelines for all client groups at the Olympic Games (i.e. Blogging Guidelines; Internet Guidelines for NOCs, Internet Guidelines for Athletes, Coaches, Trainers and Officials; Internet Guidelines for Written Press and Non-Rights Holders; Internet Guidelines for International Federations etc) into one single Guidelines which will be effective for all accredited persons.

These Guidelines have been developed in such a manner so as to maximise the promotion of the Olympic Movement through this medium and support your interests, while at the same time respecting the provisions of the Olympic Charter and your rights, as well as those of the various stakeholders of the Olympic Movement, such as the TOP Partners, the broadcast rights-holders, the National Olympic Committees, the International Federations and the non-rights holding media.

Following the 1st edition of the Summer Youth Olympic Games in Singapore, in 2010, the IOC would welcome your feedback on these Guidelines and on any Internet-activity undertaken during the Youth Olympic Games, so that the Guidelines may be further improved and adapted for future Youth Olympic Games.

We would be grateful if you would read and distribute the attached Guidelines within your organisation and to any third parties that you may deem appropriate.

Yours sincerely,

Gilbert Felli
Olympic Games Executive Director

Howard Stupp
Director, Legal Affairs



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COMMITTEE

Lausanne, 21 May 2010

IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Youth Olympic Games¹

1. Introduction

The IOC actively encourages athletes and other accredited persons at the Youth Games to take part in 'social media' and to post and blog their experiences. Broadly speaking, the IOC wants people to share their experiences through social media. As a general rule, the IOC encourages all social media and blogging activity at the Youth Games as long as it is not for commercial and/or advertising purposes.

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.

2. Blogs

The IOC encourages athletes to blog on social media channels or websites and tweet during the Youth Games, and it is entirely acceptable for an athlete, or any other accredited person, to do a personal blog. However, any such blogs should be in a first-person, diary-type format and should not be in the role of a journalist - i.e. such blogs should not report on competition or the activities of other athletes or people. A Tweet is regarded in this respect as a short blog and the same guidelines are in effect, again, in first-person, diary-type format. Commercial association with a blog, Facebook site or Twitter is not acceptable under any circumstances.

3. Photographs

Athletes and other accredited persons can post still photographs taken within Youth Games Venues for editorial purposes. It is not permitted to commercialise, sell or otherwise distribute these photographs.

4. Video

Video of the events and competitions, or other activities which occur at Youth Games Venues, must only be for personal use and must not be uploaded to any websites or social media sites or otherwise without the express prior written authorisation of the IOC.

Video that is taken from outside of Youth Games Venues is not subject to the above-noted restriction.

5. Athletes and Officials staying in the Youth Olympic Village

Because of the protected environment, there are more restrictive guidelines for the residential area of the Youth Olympic Village: the blog must be in a first-person, diary-type format only; photos of the athlete or officials themselves in the YOYV can be posted, but if any other persons appear in the photo, their permission must be obtained by the person

¹ The IOC reserves its rights to change the present Guidelines. The English version of these Guidelines shall prevail.



posting such photo. Video taken from within the residential area can only be for personal use and must not be broadcast, including uploaded to any websites or social media sites.

An area called the Youth Olympic Village Square has been established adjacent to the residential zone of the YOY. Much of the cultural and educational program of the Youth Games will be held there and, therefore, more relaxed guidelines will be in place. Video taken in this area can be broadcast, including uploaded to any websites or social media sites as long as it is not used for commercial and/or advertising purposes.

6. YOG Marks

Accredited persons may use YOG Marks, on their blogs, websites or social media sites, provided that YOG Marks are not associated with any third party or any third party's products or services, or otherwise in any commercial and/or advertising ways. For the avoidance of doubt, no use of any Olympic marks, designations or identifications relating to the Olympic Games, such as the Olympic Symbol – i.e. the five interlaced rings –, which is the property of the IOC, is permitted on any websites or social media sites or otherwise. Accredited persons may use NOC emblems or mascots, on their blogs, websites or social media sites, provided that they have obtained the prior written approval of the relevant NOC.

7. Domain names/URLs/Page naming

Domain names 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 [www.\[myname\].com/youtholympicgames](http://www.[myname].com/youtholympicgames) would be allowed, but only during the period in which these Guidelines are applicable. Similarly, accredited persons may not create stand-alone Olympic-themed websites to host coverage of the Youth Games.

8. Links

In order to facilitate access to pertinent Youth Games information, accredited persons are encouraged to "link" their blogs, websites or social media sites to various official websites. Useful addresses include:

- www.olympic.org – the official website of the Olympic Movement
- www.singapore2010.sg – the official site of the Youth Games

9. Liability

When accredited persons choose to go public with their opinions on a blog, website or social media site, they are responsible for their commentary. They can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, accredited persons post their opinions at their own risk and they should make it clear that the views expressed are their own.

10. Infringements

The accreditations of any organisation or person accredited at the Youth Games 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 taking legal action for damages, and imposing other sanctions.



11. Definitions

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

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

“**NOC**” means National Olympic Committee

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

“**SYOGOC**” means the Singapore Youth Olympic Games Organising Committee

“**Youth Games**” means the Singapore 2010 Youth Olympic Games, to be held between 14-26 August 2010

“**YOG**” means the Youth Olympic Games

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

“**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 to which SYOGOC may acquire the rights to use and license others the right to use

“**YOV**” means the Youth Olympic Village

“**Youth Olympic Village Square**” means the Square which will be located adjacent to but separated from the residential zone of the Youth Olympic Village which will host a number of activities and where much of the cultural and educational program of the YOG will be held