

**IOC SOCIAL AND DIGITAL MEDIA GUIDELINES**  
**3<sup>rd</sup> WINTER YOUTH OLYMPIC GAMES LAUSANNE 2020**

Athletes and others holding accreditation to the Youth Olympic Games are encouraged to share their experiences with their friends, family and supporters via social and digital media and to preserve the memories of their attendance at the Lausanne 2020 Youth Olympic Games (the **Youth Olympic Games**). Please note that whilst these guidelines refer to athletes, they also apply to all others holding Youth Olympic Games accreditation, except where stated otherwise.

**Youth Olympic Games Content**

Athletes can take photographs and record audio/video (using non-professional equipment) content of the Youth Olympic Games (**Youth Olympic Games Content**). Athletes can share Youth Olympic Games Content on their personal social/digital media accounts or website, including short clips of the athlete's experience of events or competitions (without intending to provide coverage of them) on the field of play. However, Youth Olympic Games Content containing the field of play cannot be live-streamed.

**Ceremonies Content**

Athletes taking part in the Opening and Closing Ceremonies can share photographs and recorded audio/video content from the field of play during these ceremonies (**Ceremonies Content**) of short clips of the athlete's experience (without intending to provide coverage of the ceremonies). These athletes can share Ceremonies Content on their personal social/digital media accounts or website. However, Ceremonies Content cannot be live-streamed from the ceremonies.

**Olympic Values and Olympic Charter**

When capturing or sharing Youth Olympic Games Content, Ceremonies Content, or otherwise engaging through social and digital media during or in connection with the Youth Olympic Games, athletes must comply with the Olympic values, the Olympic Charter, the IOC's Code of Ethics, the Athletes' Rights and Responsibilities Declaration, the terms of their accreditation, any additional guidelines from their respective National Olympic Committees and any applicable laws or regulations. In particular, this means that athletes must:

- respect each individual or organisation's honour, integrity, reputation, privacy or private information and rights, including intellectual property rights
- respect the integrity and operations, including security measures, of the Youth Olympic Games
- ensure content is free of hate, prejudice, racism, religious and political propaganda, division or discrimination
- not share or publish Youth Olympic Games Content and Ceremonies Content on third party social/digital media accounts or websites
- not act as journalists, reporters or in any other related media capacity while they are at the Youth Olympic Games, including by acting on behalf of any media organisation.

**Personal Use Only**

Athletes may capture and share content for personal purposes only and not for commercial or promotional purposes (other than, as set out in the IOC's "*Commercial Opportunities for Participants*" document, for example in connection with official Olympic Partners). In particular, Youth Olympic Games Content or Ceremonies Content should not be included in any "thank you" messages from athletes to their personal non-Olympic sponsors, or shared or published on third party social/digital media accounts or websites.

**Compliance**

If these Guidelines are not respected, the relevant person will be required to remove the Youth Olympic Games Content or Ceremonies Content from their account or site upon request. Depending on the circumstances, further measures or actions may be taken by the IOC or (if applicable) the National Olympic Committee.