

# IOC SOCIAL AND DIGITAL MEDIA GUIDELINES

## XXIV OLYMPIC WINTER GAMES BEIJING 2022

Athletes and others holding accreditation to the XXIV Olympic Winter Games Beijing 2022 (the **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 Olympic Games. **In this context, all athletes and accredited individuals:**

### CAN: ✓

- take photographs (using non-professional equipment) at the Olympic Games;
- share the photographs, on their personal social media accounts or website;
- record audio/video (using non-professional equipment) at the Olympic Games, and
- share the audio/video recordings on their personal social media accounts or website. This includes recordings in spectators' areas and the Olympic villages (except for the Restricted Areas).
- However, recordings cannot be shared of the Field of Play, Back of House or Restricted Areas.

**Please respect the rights of other persons and the safe and smooth operations of the Olympic Games.**

### CANNOT: ✗

- share any audio/video recordings of the following areas:
  - **"Field of Play"** meaning the areas used for sporting competitions or ceremonies (including the opening and closing ceremonies and training and practice areas);
  - **"Back of House"** areas, meaning the non-public accredited areas that are generally designed to support Olympic Games operations, including athlete and coach only areas; or
  - **"Restricted Areas"** meaning the polyclinic, Covid-19 patient clinic, doping control station, fitness centre, dining halls, collection centre and the residential zones of other Olympic teams.
- share any photographs and/or audio/video recordings taken at the Olympic Games 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 broadcasters and sponsors);
- share any photographs and/or audio/video recordings taken at the Olympic Games in any "thank you" messages to any personal sponsors or other third parties that are not Olympic sponsors;
- share any photographs and/or audio/visual recordings taken at the Olympic Games on the social media accounts or websites of others; and
- act as journalists, reporters or in any other related media capacity while they are at the Olympic Games, including by acting on behalf of any media organisation.

**In case of non-observance of these Guidelines**, the terms of their accreditation, or any additional guidelines from their respective National Olympic Committee, the relevant person will be required to remove the photographs and/or audio/visual recordings taken at the Olympic Games from their account or site immediately upon request. Further measures or actions may be taken by the IOC or (if applicable) the relevant National Olympic Committee. Consequences according to applicable laws may also apply.