

**IOC SOCIAL AND DIGITAL MEDIA GUIDELINES  
FOR ACCREDITED INDIVIDUALS OTHER THAN ATHLETES**

**Frequently Asked Questions**

- **When do these Guidelines apply?**

These Guidelines apply from the opening of the Olympic Village, on 18 July 2024, until the closing of the Olympic Village, on 13 August 2024. The use of any content produced pursuant to these Guidelines must at all times be in compliance with these Guidelines and any other relevant guidelines issued by the IOC for the Games.

- **What falls with these Guidelines?**

Photos, videos and audio recordings taken by accredited individuals for the purpose of sharing their Games experience.

Any form of Olympic content transformed into graphic animated formats, such as animated GIFs, shall be considered the same as videos under these Guidelines.

- **Who do these Guidelines apply to?**

These Guidelines apply to all individuals accredited for the Olympic Games Paris 2024 (**Games**).

Part one applies to athletes participating at the Games.

Part two applies to all other individuals accredited to the Games, including coaches, technical staff, entourage, team officials, volunteers, personnel of National Olympic Committees, International Federations or the Organizing Committee and other team personnel who participate at the Games.

These Guidelines do not apply to spectators who must comply with the [Ticketing Terms and Conditions](#).

- **Can accredited individuals use social media during their participation in the Games?**

The IOC encourages all accredited individuals to share their experience at the Games with others through their personal social media accounts and websites (e.g. Facebook, X (formerly Twitter), Instagram, TikTok) in accordance with these Guidelines.

All posts must be consistent with the Olympic values, be not discriminatory or obscene and respect the privacy of others. All online activity is subject to applicable laws (e.g. on defamation).

- **Can accredited individuals post photos or videos taken within the Olympic Village?**

Accredited individuals (other than athletes) can share photos from the Olympic Village, however they cannot post audio/videos of the Olympic Village. These can be shared on the accredited individuals' personal website and social media accounts. However, it is important to keep in mind that if another person's image is included or referred to in a post such person's permission must be obtained beforehand. Accredited individuals staying in the Olympic Village are also required to respect the protected atmosphere and privacy of the Olympic Village and are not allowed to report on the activities of other residents, unless they have obtained such other persons' consent beforehand.

Please note that it is forbidden to take photos or to record audio or video in restricted areas, including but not limited to the medical areas or doping control station.

A post cannot be shared if it is (i) commercial, (ii) uses AI or AI generated content or outputs, or (iii) if any video is longer than 2 minutes each.

- **Can accredited individuals post photos or videos of others?**

A person's privacy must be respected. If another person is included in a post such person's permission must be obtained beforehand. For example, accredited individuals are not allowed to report on the activities of other individuals, unless they have obtained such other persons' consent beforehand.

- **Can accredited individuals share photos taken from Olympic venues?**

Yes, accredited individuals can share photographs taken from Olympic venues on their personal websites and social media accounts. A post with photograph(s) cannot be shared if it is: (i) commercial, (ii) of any restricted area (such as the medical area or doping control station), (iii) using AI or AI generated content or outputs.

- **Can accredited individuals (other than athletes) record and post a video of the Opening and/or Closing Ceremony?**

No, accredited individuals (other than athletes) cannot record and post a video of the Opening or Closing Ceremony.

- **Can accredited individuals post on social media a video recorded by another individual?**

No, accredited individuals can only post content recorded by themselves.

- **Can accredited individuals authorise the use of their photos and videos by others?**

No, accredited individuals' photos and videos are for their personal use in accordance with these Guidelines. This includes not authorising the use of their photos or videos by others including any media company.

In addition, accredited individuals cannot "cross-post" or otherwise distribute their content to a third party's social media account.

- **Can accredited individuals (other than athletes) share videos taken from training or practice?**

Accredited individuals (other than athletes) cannot post video of training or practice.

- **Can accredited individuals (other than athletes) share videos taken from the field of play within the Olympic Venues?**

Accredited individuals (other than athletes) cannot post video of the “Field of Play” meaning the areas used for sports competition (including anthems, coin toss and any celebrations).

- **Can accredited individuals record and share a video of the athlete on the podium receiving their medals?**

No.

- **Can accredited individuals (other than athletes) record and post a video from the Champions Park?**

No, accredited individuals (other than athletes) cannot record and post a video from the Champions Park.

- **Can accredited individuals use the Olympic rings or other Olympic logos in their internet and social media posts?**

Yes, provided that the Olympic rings or other Olympic logos (e.g. Games emblem, mascots, flags, torches) are not used for commercial purposes, to promote, or create an unauthorised association with, any cause, organisation and/or any products or services. The integrity of the Olympic rings and other Olympic logos should be maintained, and the Olympic rings and other Olympic logos should not be distorted, altered or used in a context that is not directly related to the Games.

- **What does “commercial” mean?**

On an accredited individual’s personal social media accounts and websites, posts (with video or photographs) taken in accordance with these Guidelines cannot be shared if commercial which includes:

- permitting ads in connection with the photos and videos
- running paid marketing campaigns
- making arrangements with a social media platform or other media company or
- endorsing or promoting any third party or products/services.

- **How do I turn off ads on social media platforms?**

Each social media platform will have a policy on which accounts are eligible for monetization (e.g., minimum number of followers, verified account, etc.).

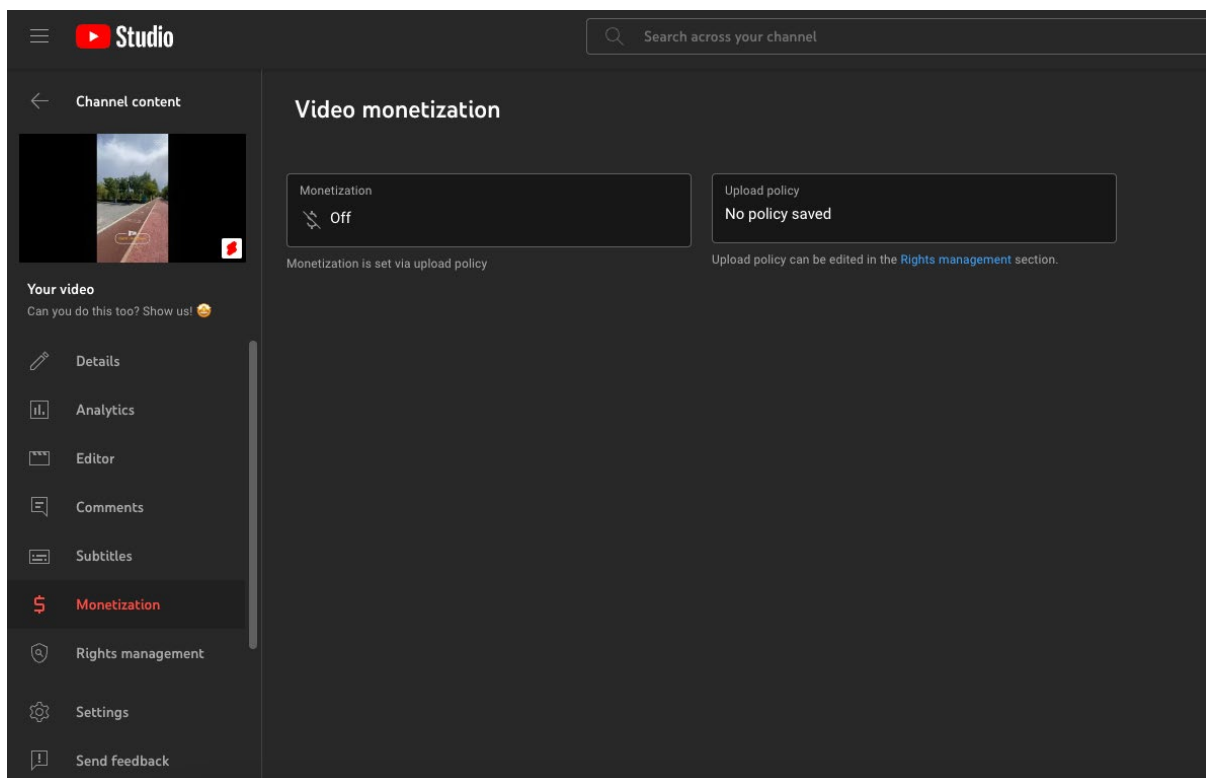
Where an individual's account is eligible for monetization, below are some resources for turning off monetization during the period of the Games on key social media platforms.

Monetization and the available tools may depend on the country.

### [YouTube help - Turn off ads for individual videos](#)

You can turn off monetization for any videos you've already uploaded.

1. Sign in to YouTube.
2. Click your profile picture > **YouTube Studio**.
3. In the left Menu, click **Content**.
4. Select the video you want to turn off ads for.
5. In the left Menu, click **Monetization**.
6. In the top "Monetization" box, click **Off** > **Apply**.
7. In the top right, click **Save**.



### [Facebook - Turn off in-stream ads](#)

How to turn off in-stream ads for a video

1. Go to [Meta Business Suite](#) > **Content**.
2. Click the **Published** tab at the top.
3. Select the post that you want to turn off in-stream ads for.
4. Click **Edit post** in the left sidebar.
5. In the right sidebar, click **In-stream ads**.
6. Turn off in-stream ads.

7. Click **Save**.

### Instagram - Turning off monetization

"If you are eligible and onboarded to monetization for [Ads in profile feed](#) or Ads on Reels, you can turn ads off by selecting **Ads in profile feed** or **Ads on Reels** on your professional dashboard, then tapping **Monetize** to turn off monetization."

### X - Turn off monetization on Amplify

For all categories of advertising, uncheck the **Monetize this video** button on Media Studio before posting.

### TikTok

All content posted on TikTok under these Guidelines should be organic and free of commercial association, including but not limited to monetization from promoting or association with a brand through a Paid Partnership or Promotional content or other formats such as Creator Fund, Creator Marketplace and tipping/gifting.

\*\*\*

### **Questions**

- If athletes have any questions about the Social Media Guidelines, please contact your, NOC Chef de Mission.