

**IOC SOCIAL AND DIGITAL MEDIA GUIDELINES FOR ATHLETES**  
**PARTICIPATING AT THE WINTER YOUTH OLYMPIC GAMES GANGWON 2024**  
**Frequently Asked Questions**

- **When do these Guidelines apply?**

These Guidelines apply during your participation at the Winter Youth Olympic Games Gangwon 2024 (“**Games**”). 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 within these Guidelines?**

Photos, videos and audio recordings taken by athletes for the purpose of sharing their Games experience however athletes must not act in any media capacity.

Any form of Winter Youth 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 only to athletes participating at the Games. These Guidelines also apply to athletes when they are spectators at the Games.

All other individuals accredited to the Games, including coaches, technical staff, entourage, team officials, volunteers, personnel of National Olympic Committees, International Federations or the Winter Youth Olympic Games Gangwon 2024 Organising Committee and other team personnel who participate at the Games, must comply with the “IOC Social and Digital Media Guidelines for Accredited Individuals other than Athletes Participating at the Winter Youth Olympic Games Gangwon 2024”.

- **Can athletes use social media or update their websites during their participation in the Games?**

The IOC encourages all athletes 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.

Athletes are not allowed to create specific Olympic or Winter Youth Olympic-related websites or social media accounts using Olympic Properties (e.g. [www.athletenameolympicgames.com](http://www.athletenameolympicgames.com)) but, where possible, may create a subfolder within their website/social media accounts (e.g. [www.athletename.com/olympicgames](http://www.athletename.com/olympicgames)).

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 athletes post photos or videos taken within the Winter Youth Olympic Village?**

Athletes can take photos and record audio and videos within the Winter Youth Olympic Village. These can be shared on the athletes' 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. Athletes staying in the Winter Youth Olympic Village are also required to respect the protected atmosphere and privacy of the Winter Youth 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 (i) commercial, (ii) of the medical areas, (iii) using AI or AI generated content or outputs, or (iv) any video is live or longer than 2 minutes each.

- **Can athletes post photos or videos of others?**

Athlete privacy must be respected. If another person is included in a post such person's permission must be obtained beforehand. For example, athletes staying in the Winter Youth Olympic Village are not allowed to report on the activities of other residents, unless they have obtained such other persons' consent beforehand.

- **Can athletes share photos taken from Winter Youth Olympic venues?**

Yes, athletes can share photographs taken from Winter Youth Olympic venues on their personal website and social media accounts. A post with photograph(s) cannot be shared if it is: (i) commercial, (ii) of the medical areas or doping control station, or (iii) using AI or AI generated content or outputs. Any "thank-you" messages to sponsors must comply with the IOC's guidance (see summary in the appendix to the Social Media Guidelines for Athletes).

- **Can athletes post or authorise the distribution of remote interviews from Winter Youth Olympic venues and the Winter Youth Olympic Village?**

Athletes can share their first-person experience at the Games, but cannot post or authorise the distribution of media interviews (including podcasts) with third parties, except for interviews from an authorised area within Winter Youth Olympic venues (being the mixed zone, post competition press conference, the Main Media Centre (MMC)), the Main Press Area (MPA) and the Winter Youth Olympic Village (being the Winter Youth Olympic Village Media Centre and Winter Youth Olympic Village Plaza but not the residential zone), or as otherwise permitted by the IOC.

- **Can athletes record and post a video of the Opening and/or Closing Ceremony?**

Yes, athletes can record and post their experience at the Opening and/or Closing Ceremony provided that posts cannot be shared if (i) commercial, (ii) using AI or AI generated content or outputs, or (iii) the video is live or longer than 2 minutes per post.

- **Can athletes post on social media a video recorded by their coaches (or anyone else) during training or warm-up?**

No, athletes can only post content recorded by themselves during training or warm-up on the condition that it complies with the timing requirement.

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

No, athletes' 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 their personal sponsors (including, if applicable, Olympic sponsors) or any media company (other than official media rights-holders in the athlete's country). Official media rights-holders in the athlete's country can support and help athletes to engage further with their fans and followers by distributing such photos and videos.

Athletes can tell their fans to tune-in to their sports competition on the official media rights-holder of their country (e.g. watch my match tonight on X channel) and can tag the media rights-holder in the post.

In addition, athletes cannot "cross-post" or otherwise distribute their content to a third party's social media account (other than the media rights-holder in the athlete's country).

- **Can athletes use professional equipment to record their videos?**

No, athletes can only use their personal mobile phone.

- **Can athletes share videos taken from the field of play within the Winter Youth Olympic venues?**

Yes, athletes can post videos (up to 2 minutes in length per post) recorded up to one hour before the start of their competition and recorded after leaving the mixed zone and the doping control station. Athletes cannot post videos recorded within 1 hour of the start of their competition or recorded before leaving the mixed zone and doping control station.

- **How soon before the start of my competition can I post?**

An athlete can post videos that they record up to, but not within, 1 hour of the start of their competition. This may include travelling to the Winter Youth Olympic venue,

during preparation and warm-up. An athlete cannot post videos recorded during breaks in competition.

- **Can athletes share a video of their reaction directly after competing at the Games on the field of play?**

After leaving the mixed zone and the doping control station, athletes can record and share their reaction.

Athletes cannot share video of the field of play associated with the sporting competition (including anthems, coin toss and celebrations).

- **Can athletes record a video on the podium receiving their medals?**

No.

- **Can athletes record and post a video of the festival sites?**

Yes, athletes can record and post their experience at the festival sites provided that posts cannot be shared if (i) commercial, (ii) using AI or AI generated content or outputs, or (iii) the video is live or longer than 2 minutes per post.

- **Can athletes post highlights of their personal competition on social media?**

No, athletes cannot post highlights of their personal competition on social media.

An athlete can re-post or share highlights posted by the official media rights-holder in the athlete's country.

- **Can athletes post content of other athletes training or competing during the Games?**

No, athletes cannot post any videos of other athletes' performances either during trainings or during sport competition.

- **Can an athlete have an arrangement with a social media platform or a non-media rights-holder under which the athlete could share content created pursuant to these Guidelines?**

Athletes can have pre-existing agreements with social media platforms or non-media rights-holders, but any such agreement cannot include any content created by athletes under these Guidelines or acting as a journalist, reporter or in any other media capacity.

- **Can athletes share photos and videos captured pursuant to these Guidelines within games, digital fan engagement activities, immersive environments, and metaverse platforms (including Roblox, Fortnite, Decentraland, fantasy gaming portals)?**

No. Games, digital fan engagement activities, immersive environments and metaverse platforms are not within the scope of 'social media' for the purpose of these Guidelines. Athletes' photos and videos are for their personal use, which does not extend to use in games, digital fan engagement activities, immersive environments and metaverse platforms. This includes not authorising the use of their photos and videos as digital collectibles, NFTs or other virtual products (whether minted on a blockchain or not).

- **Can athletes sign an agreement with the official media rights-holder of the Games in their country to support their promotion of the Games?**

Yes, but athletes cannot act as a journalist, reporter or in any other media capacity (including by acting on behalf of the relevant media rights-holder).

- **Can athletes sign endorsement agreements with Olympic sponsors?**

Yes. Any use of photos must be in compliance with the IOC's guidance (see summary in the appendix to the Social Media Guidelines for Athletes), however use of videos is not permitted.

- **Can athletes post about their sponsors during the Games?**

Yes, but this is limited to thank-you messages in accordance with the IOC's guidance (see summary in the appendix to the Social Media Guidelines for Athletes).

Thank-you messages cannot include any video or endorse any product or service.

- **Can athletes 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.

- **Should athletes receive unwanted attention online, how can they protect themselves?**

To report a concern of harassment and abuse during Games, athletes can visit the dedicated mental health zone in the Winter Youth Olympic Village where the IOC Safeguarding Officers will be located to provide guidance and support. More information and resources are also available in <https://olympics.com/athlete365/safe-sport/>.

For further information related to protection from online harassment and abuse, athletes may utilise the Athlete365 elearning course [Mindful Social Media](#).

A new protective measure for cyber abuse has been proactively put in place for all athletes for the Games. This service monitors and reports in real time abuse directed online at athletes via Instagram and Twitter, often before the athlete has a chance to see it.

- **What does “commercial” mean?**

On athletes’ 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 and
- running paid marketing
- making arrangements with a social media platform or other media company (other than the official media rights-holder of the athlete’s country) or
- endorsing or promoting any third party or products/services.

Athletes can have pre-existing agreements with social media platforms or non-media rights-holders, but any such agreement cannot include any content created by athletes under these Guidelines or acting as a journalist, reporter or in any other media capacity.

“Thank-you” messages to sponsors must comply with the IOC’s guidance (see summary in the appendix to the Social Media Guidelines for Athletes).

- **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.).

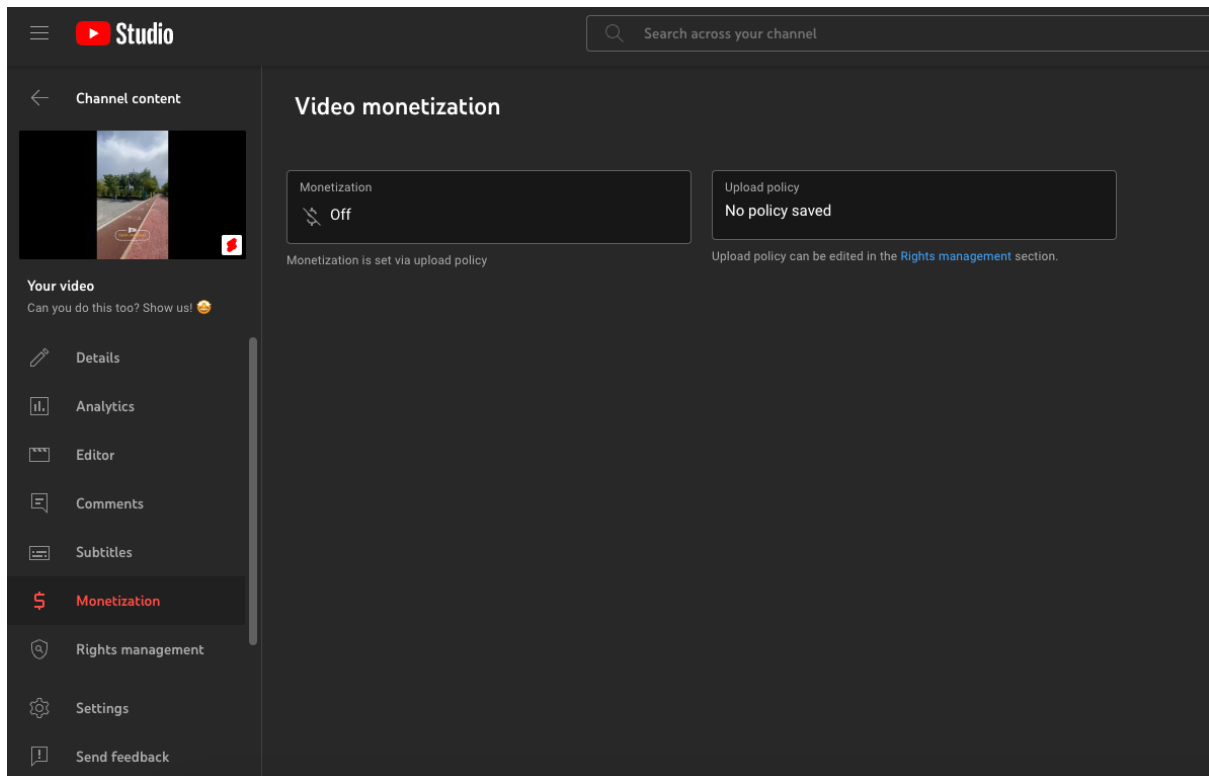
Where an athlete’s account is eligible for monetization, below are some resources for turning off monetization during the period of the Games on key social media platforms.

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.