



EOC Social and Digital Media Guidelines for persons accredited to the Kraków-Małopolska 2023 European Games

May 2023

The European Olympic Committees (the “EOC”) encourages accredited persons at the Kraków-Małopolska 2023 European Games (hereinafter the “Event”) to share their experiences with their friends, family, and supporters via social and digital media. These guidelines (the “Guidelines”) are designed to ensure that these activities respect the Olympic values and the rights of others.

These Guidelines apply to all accredited persons at the Event, including all athletes, coaches, officials, personnel of National Olympic Committees and of European Federations, and members of Accredited Media (as defined below in 1a). They apply from the official opening until the official closing of the Athletes’ Village.

In addition to these Guidelines, accredited persons may be subject to additional Guidelines related to the use of social and digital media issued by their National Olympic Committees or other respective organizations. Furthermore, the permissions and/or restrictions described in these Guidelines are subject to the specific terms of any particular accreditation (e.g., additional restrictions on the capture and use of content by Accredited Media in their accreditation terms) or where the accredited person is performing duties as a representative of an EOC rights-holder, their activity will be undertaken pursuant to the relevant rights agreement (e.g., accredited persons from RHBs capturing and/or distributing content for that RHB will do so pursuant to the terms of the relevant Media Rights Agreement).

Please also refer to the “[Frequently Asked Questions](#)” section for more detailed information on these Guidelines.

1. General Principles

- a) **Media capacity:** Only persons accredited as media (“[Accredited Media](#)”), meaning written press and photographers accredited to the Event, may act as journalists, reporters, or in any other related media capacity while they are at the Event. Accredited persons who are not accredited media can give interviews to the media but are not allowed to report on the Event in any media capacity, including by acting on behalf of any media organization.

- a) **Respect of laws and Olympic values:** Postings made by, or on behalf of, accredited persons must comply with these Guidelines and conform to applicable laws and the Olympic values of excellence, respect, and friendship. Postings must not be made for the purposes of demonstration or any form of political, religious, or racial propaganda. They must be dignified and not be discriminatory, offensive, hateful, or defamatory.



In particular, when using social and digital media, accredited persons must not:

- i. intrude upon the privacy of others;
- ii. infringe any intellectual property rights or other rights of the EOC or any other person or organization;
- iii. conduct commercial activities such as promoting third-party products or services or displaying personal sponsor brands, as better specified in letter d) below;
- iv. disclose any confidential information or another person's or organization's private information;
- v. Interfere with the competitions, the ceremonies, or official events of the Event or with the responsibilities of the EOC, the Event Organizing Committee, or other entities that are part of the organization of the Event; or
- vi. Violate security measures for the safe conduct of the Event.

c) **Responsibility:** When accredited persons choose to go public with any comments, opinions, or other content posted on social and digital media, they are solely responsible for the consequences of their actions. Accredited persons may suffer legal or disciplinary sanctions or other negative consequences for any postings deemed to be inappropriate, illegal, or infringing on any other person's rights (including the consequences referred to in Section 4 below). This also applies where accredited persons authorize another person or organization to manage their social media accounts or to express opinions on their behalf.

d) **Non-commercial use:** During the period of application of these Guidelines, accredited persons must not:

- (i) Use social and digital media for any commercial, promotional, or advertising purposes; or
- (ii) sell or commercially distribute any still photographs, audio, or video taken or recorded in Event Venues,

in each case other than with the prior written approval of the EOC (or their National Olympic Committee, where applicable).

This means, in particular, that the monetization or commercialization (including any reference to any brand or commercial relationship in any post) of any social or digital media postings by accredited persons is prohibited. Furthermore, postings that create or imply any association between, on the one hand, an organization and/or that organization's products and services and, on the other hand, the EOC or the Event.

2. Event Official Mark and other related properties

The Official Marks of the Event are the property of the EOC. Under license from the EOC, the Event, which is considered a public authority under the applicable law, has the ability to secure "official mark" registrations in the hosting country. The use of the Event marks, graphics, and terminology is exclusive to the EOC, the Event, and their Official Partners. Organizations that have not been granted a right of affiliation with the European Games by the EOC internationally or the Event domestically are not permitted to use the marks.

The Event Official Marks include the following:

WORD MARKS

- EUROPEAN GAMES
- EG
- KRAKOV-MALOPOLSKA
- WE ARE UNITY
- KRAKUSEK
- SANDRA



DEVICE MARKS

- 3rd EUROPEAN GAMES KRAKÓW-MAŁOPOLSKA 2023 LOGO

- MASCOTS (KRAKUSEK and SANDRA)



- WE ARE UNITY



- OFFICIAL LOGO



3. Still Photographs, Audio and Video

- a) **Still photographs:** accredited persons are allowed to capture, with non-professional equipment, still photographs of the events, competitions, or any other activities which occur at Event Venues and to share such pictures on social and digital media for personal, non-commercial, and non-promotional use. Still, photographs can only be shared on accredited persons' personal social and digital media accounts, and they must not be made available on social and digital media accounts owned by, or promoting, any commercial organization without the EOC's prior written approval.
- b) **Audio/video:** accredited persons are allowed to capture, with non-professional equipment, audio/video from the events competitions or any other activities which occur at Event Venues.

E- Accredited Media are specifically not allowed to share any audio/video content recorded within Event Venues (except within dedicated ‘ENR’ (mixed) zones) on social and digital media.

Subject to the following conditions, accredited persons other than E-Accredited Media are allowed to share audio/video content captured within Event Venues:

- i. Audio/video content captured in, or displaying, the “Field of Play” and “Back of House” areas (as defined below) must not be shared or distributed on social and digital media or on any other type of media without the EOC’s prior approval;
 - ii. As an exception to paragraph 2b)(i) above, but respecting the privacy of others, per section 1b)(i) and subject to the other terms of these guidelines, athletes participating in the opening ceremony and/or closing ceremony are allowed to capture and share on social and digital media content reflecting their own perspective of the relevant ceremony (e.g., short self-filmed videos by an athlete of their participation in the athletes’ parade);
 - iii. Other audio/video content captured by accredited persons in accordance with these Guidelines can only be shared or distributed on social and digital media (i) for personal, non-commercial, and non-promotional use; and (ii) on accredited persons’ personal social and digital media accounts. Such content cannot be made available on social and digital media accounts owned by or promoting any commercial organization without the EOC’s prior written approval. Athletes will be invited to share content with the EOC for distribution on the EOC’s own social media channels.
- c) **“Event Venues”** means all venues that require an Event Accreditation Card, Event Pass, or ticket to gain entry, including the Event Village, Medals Plaza, the competition venues, the training and practice venues, the International Broadcast Centre, and the Main Press Centre.
- d) **“Field of Play”** means the area used for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.
- e) **“Back of House”** means non-public areas within and/or surrounding a venue, located after the accreditation point and generally those areas of the venue designed to support the operation. Typically located out of view of the public, access to the Back of House areas is restricted to those individuals with the appropriate accreditation. Back of House areas include Organizing Committee operational areas; Athlete and Coach only areas; Host Broadcaster operational facilities and compounds; administration offices; etc. Back of House does not include spectators’ areas reserved for accredited persons or the Event Village.

1. Domain Names/URLs / Page Naming / Applications

Domain names, URLs, and social media handles: the use of the expression “European Games” or “EG” or other Events-related terms (including their equivalents in other languages) in domain names, URLs, and social media handles are not allowed. For example, [www.\[myname\]europeangames.com](http://www.[myname]europeangames.com), [www.\[myname\]EG.com](http://www.[myname]EG.com), [@\[myname\]europeangames](https://twitter.com/[myname]europeangames) or [@\[myname\]weareunity](https://twitter.com/[myname]weareunity) would not be permitted. Similarly, accredited persons may not create stand-alone Event-themed websites, applications, or any other features to host coverage of the Event.

No association may be made between the word Olympic or the Olympic five-rings symbol and the Event.

5. Infringements

In cases of infringement of these Guidelines, the EOC may require the concerned persons or organizations to remove any infringing content or, depending on the circumstances, may take further measures such as withdrawing the accreditation of the relevant person or organization, taking legal action or imposing other sanctions pursuant to the Olympic Charter.

6. Miscellaneous

Amendment: The EOC may amend these Guidelines as it deems appropriate.

Final authority: The EOC Executive Committee shall be the final authority with respect to the interpretation and implementation of these Guidelines.

Language: In case of any discrepancy between the different language versions of these Guidelines, the text of the English version will prevail.

To report infringements to these guidelines, please email: legal@eurolympic.org



EOC Social and Digital Media Guidelines for accredited persons

Frequently Asked Questions

These FAQs are provided by the EOC for information purposes only. Accredited persons at the Event should consult the full version of the EOC Social and Digital Media Guidelines (the [“Guidelines”](#)).

Q: Who is concerned by the Guidelines?

A: The Guidelines apply to all accredited persons, in particular to all athletes, coaches, officials, and personnel of the National Olympic Committees and of European Federations and Media. Furthermore, the permissions and/or restrictions described in the Guidelines are subject to the specific terms of any particular accreditation (e.g., additional restrictions on the capture and use of content by Media in their accreditation terms) or where the accredited person is performing duties as a representative of an EOC rights-holder, their activity will be undertaken pursuant to the relevant rights agreement (e.g., accredited persons from RHBs capturing and/or distributing content for that RHB will do so pursuant to the terms of the relevant Media Rights Agreement).

Q: When do the Guidelines apply?

A: The Guidelines apply from the opening of the Event Village until its closing.

Q: Can I use social media or update my blog/website during my participation in the Event?

A: YES; the EOC encourages all accredited persons to share their experience at the Event with others through the Internet or any social and digital media (e.g., via services such as Facebook, Twitter, Instagram, Weibo, VKontakte, etc.) but requests that certain rules are observed.

In particular, this activity should comply with these Guidelines and the Olympic Charter and be consistent with the Olympic values of excellence, respect, and friendship. Also, remember that any online activity is still subject to applicable laws (such as defamation, privacy, and intellectual property laws), and so the Guidelines require accredited persons to respect those laws and ensure that their social and digital media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory, or otherwise offensive towards other persons are also prohibited.

During the period of the Event, accredited persons are not allowed to commercialize their social and digital media and internet activities (see further below [“Can I post about my sponsors during the Event?”](#)) or to post or share certain types of video (see further below [“Can I share videos taken from within Event Venues?”](#)).



Q: Can I post about the competitions?

A: YES; accredited persons can post about their participation or involvement in competitions or their experiences generally during the Event, but unless they are E-Accredited Media, they should not assume the role of a journalist or media outlet. Posting should hence be in a first-person, diary-type format. In their online activities, accredited persons must not disclose any information which is confidential or private in relation to any other person or organization involved in the Games.

Q: Can I answer questions from the media asked through the internet or social media?

A: YES; in the same way as offline, accredited persons are allowed - but under no obligation - to answer questions from the media asked through the internet or social and digital media. They should also be vigilant about their postings and keep in mind that what they say and post on the internet and social and digital media will be in the public domain and may be used by the media. In essence, accredited persons post their opinions and any other materials at their own risk and responsibility, and they should make it clear that the views expressed are their own, even if they have authorized another person or organization to manage their social media account on their behalf.

Q: Can I share photos taken from Event Venues?

A: YES; accredited persons can share still photographs taken within or outside competition venues and other Event Venues on social and digital media and the Internet, provided such postings are not used for commercial purposes and are shared on the accredited person's personal social media account and respect applicable laws and the rights of others.

Q: Can I record or create videos taken from within Event Venues?

A: Accredited persons can record video or audio content, within or outside competition venues and other Event Venues, with non-professional recording material (for example, no TV equipment, tripods, or monopods are allowed). However, video or audio and live content are taken from within Event Venues (i.e., all venues which require an Event Accreditation Card, Event Pass, or ticket to gain entry, including the Event Village, Event Square, Medals Plaza, the competition venues, the training and practice venues, the International Broadcast Centre (IBC) and the Main Press Centre (MPC) must only be for a personal, non-commercial and non-promotional purpose.

Q: Can I share videos taken from within Event Venues?

A: With the exception of athletes during the opening and closing ceremonies, as provided under paragraph 2b(ii) of these Guidelines, accredited persons CANNOT post, share any audio/video captured in, or showing, the "Field of Play" (i.e., the area used for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary) or "Back of House" (i.e., non-public areas, within and/or surrounding a venue located after the accreditation point and generally those areas of the venue designed to support the operation). For other content (whether audio, video or live streamed content) taken within competition venues and other Event Venues which are not "Field of Play" or "Back of House"



Content-accredited persons (EXCLUDING Accredited Media) can post or share that content. This can only be done on the accredited person's personal accounts for non-commercial purposes and cannot be used to generate financial value (e.g., through pre-roll advertising).

Examples:

A video or live stream filmed by an athlete featuring other athletes sitting in the spectator area of a competition venue with the crowd in the background - PERMITTED FOR SHARING

A video or live stream filmed by an athlete featuring other athletes sitting in the spectator area of a competition venue with the "Field of Play" in the background - NOT PERMITTED FOR SHARING

A video or live stream of the competition filmed by an athlete sitting in the spectator area of a competition venue - NOT PERMITTED FOR SHARING

A video or live stream filmed by an athlete from within or showing the athlete marshaling area of a competition venue - NOT PERMITTED FOR SHARING.

E-Accredited media may only post or share audio/video content captured in dedicated 'ENR' mixed zones in Event Venues and the Main Media Centre, and only for non-commercial purposes.

Q: Can I post photos or videos taken within the Event Village?

A: Accredited persons can take photos within the Event Village, and such photos can be shared on the Internet or social and digital media. However, it is important to keep in mind that if another person's image is included or referred to in a posting, such person's permission should be obtained beforehand. Persons staying in the Event Village are also required to respect the protected atmosphere of the Event Village and are not allowed to report on the activities of other residents unless they have obtained such other persons' consent beforehand.

Accredited persons can also record videos or audio or live stream content in the Event Village and share such photos or videos on social and digital media for personal, non-commercial, and non-promotional use.

Q: Can I post about my sponsors during the Event?

A: As a principle, accredited persons should only use social and digital media during the period of the Event for the purposes of sharing their experiences and communicating with their friends, family, and supporters and not for commercial and/or advertising purposes. Unless they have obtained the prior express written approval of the EOC (or their National Olympic Committee, where applicable) to do so, accredited persons may not post about their sponsors, promote any organization and/or an organization's products or services on social or digital media or otherwise use social and digital media in a manner that creates or implies any association between the Event or the EOC and an organization and/or an organization's products and services.

All competitors, coaches, trainers, and officials must ensure that their activities on the Internet and social and digital media comply with the requirements of Rule 40 of the Olympic Charter and the related instructions issued by the EOC, the Event Organizing Committee, and their respective National Olympic Committees.

Q: Can I use the Official Mark or other related properties in my internet and social media posts?

A: YES, provided that the Official Mark and other related properties (including in particular all emblems, mascots, flags, torches, mottos, etc.) are not used for commercial purposes, to promote any organization and/or an organization's products or services, or in a manner that suggests any association between the Event or the EOC and an organization and/or its products and services, or any kind of endorsement by the EOC or the Event Organizing Committee. The integrity of the Official Mark and other related properties should be maintained, and the Official Mark and other related properties should not be distorted, altered, or used in a context that has no relevance to the Event.