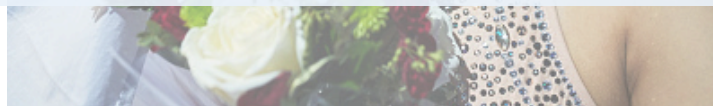
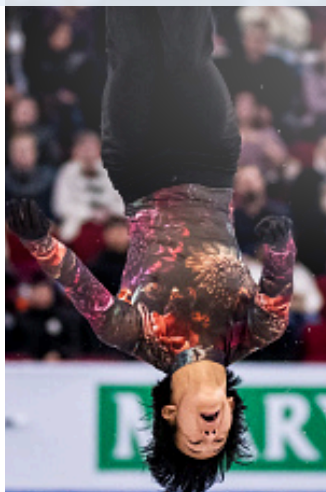
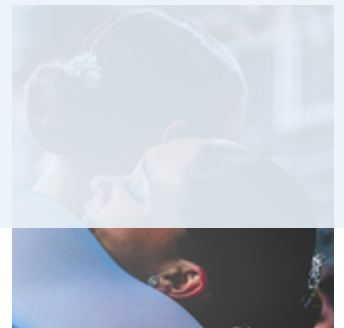


# SOCIAL MEDIA GUIDELINES FOR ACCREDITED PERSONS AT ISU EVENTS 2024 / 25



All accredited individuals, including athletes, officials, and representatives from the media participating in ISU Events (including ISU Grand Prix, World Cups, World Tours, Junior events, and Championships), can engage in social media and share their personal experiences, provided it is not for commercial purposes. It is important to recognize that conversations on social media platforms are mostly public and can be seen by others. Accredited individuals are representatives of the sport and their organizations, and their actions on social media reflect not only on themselves but also on their discipline, federation, and the ISU.

These guidelines aim to offer guidance on responsible social media usage at ISU Events without infringing on any rights. Therefore all users are to adhere to the following:

## General Guidelines

### RESPECT

All participants are to engage and interact respectfully with fellow members within social media communities. Your comments and feedback are valued, provided they are respectful towards athletes and our community. Do not post inappropriate, off-topic, abusive, harassing, profane, or promotional content.



### RELEVANCE



Keep comments and posts relevant to the discussion topics.

### ACCURACY



Verify information before sharing and cite sources when unsure.

### PRIVACY



Respect the privacy of others and refrain from sharing personal information without consent.

### PLATFORM COMPLIANCE



Adhere to the terms of service and community guidelines of each social media platform you use.

## Monitored Activities

<b>Unauthorized Advertising</b>	Advertising by entities outside our official network and partnerships is strictly prohibited and will be removed. This includes promoting third-party services or products on ISU platforms and accounts.
<b>Avoid Spam</b>	Repetitive or irrelevant comments aimed at self-promotion or unrelated topics are considered spam and will be removed.
<b>Confidential Information</b>	Sharing personal or confidential information about ISU, skaters, sponsors, employees, ISU Members, or partners is strictly prohibited.
<b>Accuracy and Integrity</b>	Sharing knowingly inaccurate, misleading, or deceptive information about ISU, skaters, sponsors, ISU Members, or partners will not be tolerated. Verify information before sharing and refrain from spreading rumors, speculation or fake information.
<b>Photographs</b>	Participants at ISU Events are welcome to share photographs on social media platforms, provided they have obtained permission from the copyright owner and refrain from commercializing or selling them. Access to photographer positions is reserved exclusively for accredited professionals.
<b>Videos</b>	Due to legal and contractual obligations, the use of moving images or audio coverage of ISU Events on any platform without ISU consent is prohibited. This restriction applies to any content resembling video or audio coverage of ISU events, including performances, training, warm-ups, and the mixed zone, unless captured from outside the venue.



<b>ISU Logo and Marks</b>	<p>The use of the ISU Logo and ISU Events logos is limited to editorial purposes, such as news articles, broadcasts or use on digital platforms. Other uses need to be authorized by the ISU. Any unauthorized use may result in the filing of a request to remove a post or even to close an offending site.</p>
<b>Comment Policy Enforcement</b>	<p>We reserve the right to remove comments that do not align with our guidelines and to block or ban users who violate this policy.</p>

## Infringements

The accreditation badge of any organization or person accredited for any ISU Event may be revoked with immediate effect if found to have infringed these Guidelines. The ISU reserves the right to take legal action, refuse accreditation in the future and impose other sanctions.