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CGF Policy for the Use of Social Media at the Commonwealth Games

1. Introduction – who does this policy apply to; and when?

This policy applies to persons accredited (Accredited Persons) at the XX Commonwealth Games (the Games), in Glasgow, Scotland (Host City).

They apply during 'Games-time' – the period from the official opening of the Commonwealth Games Village, 13th July 2014; until the day the village formally closes on 6th August 2014.

They apply to Accredited Persons during that period wherever they are in the world, whether they are in the Host City or not.

2. Why do we need a policy on social media?

The Commonwealth Games Federation's ('CGF') vision is to promote a unique, friendly world-class Commonwealth Games. We need a policy because:

- The Games bring together a wide range of people from very different backgrounds. We want the Games to be truly open and welcoming for everyone, regardless of gender, sexual orientation, disability, physical appearance, race or religion (*see Article 7 of the CGF Constitution*).
- It's important that Accredited Persons who choose to share their experiences at the Games with the public through social media do so in a way which respects both themselves and others, and does not infringe on the rights of other partners, such as the media, sponsors and organisers.

The CGF promotes a common-sense and proportionate approach. We want you to be able to take and share photos with your friends and family; however we also need to protect the rights of our partners - the media, broadcasters and sponsors – and everyone who is part of the Games. Tweeting a picture of your friends in the crowd is fine (with their permission); uploading the 100m Men's Final is not.

3. What is social media?

The CGF defines social media to describe any kind of tool that you can use for sharing what you know, including (but not limited to): blogs, photo-sharing, video-sharing (such as YouTube), social networks (such as Twitter or Facebook), mobile phone applications, texting and webcasting.

Social media is about sharing and interaction. It gives everyone a chance to produce their own content, reply to others (such as followers or fans), share exciting moments, reflections and experiences. There are many different ways to use social media, and many people – especially athletes – choose not to engage with it during competition, as they believe it can be distracting. Others use it all the time.

The CGF believes that social media has a valuable role to play in sharing the excitement of the Games with spectators, supporters and the public; but we require all Accredited Persons to use it thoughtfully, courteously and in accordance with the Commonwealth values.

4. Respecting others – some do's and don'ts.

We want everyone to have an enjoyable and fulfilling experience at the Games. Accordingly we ask that everyone shows each other respect and courtesy at all times.

If you use social media at the Games:

- **Do** be kind to others. Do not insult anyone or say anything that could be construed as offensive. Behave professionally and in a manner which reflects the spirit of the Commonwealth Games. Remember that harassment and sexist or racist remarks are never appropriate.
- **Do** take care of others, and alert an official immediately if you become aware of inappropriate conduct.
- **Do** be positive – people will make assumptions about what you're like, based on what you write and say.
- **Do** remember, if you are a member of Games workforce, you should limit your use of social media to times when you are not performing your role.
- **Don't** say anything that you wouldn't say if you were speaking in public. Under UK and Scottish law you will be liable for anything you say that could be considered defamatory, obscene or libellous. Your views are your own, and you alone are responsible for them.
- **Don't** share any personal or confidential information about anyone else.
- **Don't** share information that might compromise the security, staging and organisation of the Games, such as details of ceremonies.
- **Don't** intrude on others' privacy – ask permission before you photograph someone for example (especially minors under the age of 16), and ask their permission before sharing on social networks.

5. Share your own experiences and stories, not those of others

Athletes and other Accredited Persons can post comments on social media channels during the Games-time (e.g. post personal messages, blogs or tweet). However, unless you are accredited as a journalist, these must be in a first-person, diary-type format and you must not report on competition results or the activities of other participants or Accredited Persons.

6. The Intellectual Property of the Commonwealth Games

The CGF logo and branding, or that of the Organising Committee (Glasgow 2014) may appear *incidentally* on your Facebook page or Tweet, perhaps in the background of a picture, but get permission from the CGF or Glasgow 2014 if for any reason you want to use our emblems or mascots as icons or on profiles more prominently. Do try and get a photo of yourself with the official mascot (Clyde) though – it's his job to share the excitement of the Games with everyone!

7. Advertising and sponsors

Accredited Persons must not make any commercial reference in connection with any Commonwealth Games content, and you must not enter into any advertising, sponsorship or commercial arrangements with third parties in connection with Commonwealth Games content.

8. Don't broadcast photos, sound or moving images of the Games please.

We know you may want to take photos and document your experience at the Games, especially the ceremonies, whether on your smartphone or camera. However unless you are accredited media, photos and videos can only be for your own personal use, not commercial gain.

So while you may post your photos on your Facebook page or tweet them to your friends and family, you mustn't sell photos taken at the Games and you mustn't share video or audio recorded of the sports action or other activities such as opening, closing and medal ceremonies which occur within any Games venue that you need an accreditation card or ticket to enter. Of course, there is no restriction on sharing video or audio recordings taken outside Games venues.

9. Monitoring

During Games-time the CGF and Glasgow 2014 will be actively monitoring all social networks as well as the internet.

At our discretion, we may share and promote content that adheres to these guidelines, but we would ask for you to assist us and identify and prevent any activity which:

- Attempts to promote a political cause, business or product at the Games;
- Could adversely affect the esteem and reputation of the Games;
- Could cause an individual distress or embarrassment.

10. Sanctions

The accreditations of any organisation or person accredited at the Games can be withdrawn without notice, at the discretion of the CGF or Glasgow 2014. We may do this if there is a breach of this policy, or those in place governing accreditation.

Glasgow 2014 and the CGF also reserve the right to take any other appropriate measures, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions.

Athletes, team officials and other Accredited Persons may also be subject to additional guidelines and sanctions in respect of social media, blogging and the internet, for instance from their relevant Commonwealth Games Association or employer.

11. Resolution of Disputes

Any disputes regarding this policy which involve competitors or team officials shall be resolved in accordance with the criteria in the 'Entry and Eligibility Conditions Form' for the Glasgow 2014 XX Commonwealth Games. Disputes involving other Accredited Persons will be resolved through the CGF's standard procedure, and the CGF's decision in all matters is final.

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