

**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 or around 30 January 2026, until the closing of the Olympic Village, on or around 24 February 2026. 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 Olympic Winter Games Milano Cortina 2026 (**Games**).

- What falls within 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 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 (“NOC”), International Federations (“IF”), Olympic Sponsors 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) in accordance with these Guidelines.

All posts must be consistent with the Olympic values, not be 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. Accredited individuals staying in the Olympic Village are also required to respect the protected atmosphere and privacy of the Olympic Village.

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, doping control station or prayer room.

A post cannot be shared if it (i) is commercial (except as expressly authorized in these Guidelines), (ii) is of any restricted area (such as the medical area, doping control station or prayer room), or (iii) uses AI or AI generated content or outputs.

- **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.

- **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 (except as expressly authorized in these Guidelines), (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 post or authorise the distribution of remote interviews from Olympic venues and the Olympic Village?**

Accredited individuals can give interviews to accredited media in authorised areas within Olympic venues (being the mixed zone, post competition press conference, the Venue Media Centre), the Main Media Centre and the Olympic Village (being the Olympic Village Media Centre and Olympic Village Plaza but not the residential zone), or as otherwise permitted by the IOC. The accredited individual cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder.

In accordance with the News Access Rules, accredited individuals may give remote interviews via mobile phone or other devices (including video calls) but the accredited individual cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder) unless the interview takes place at the Main Media Centre.

- **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?**

Accredited individuals' photos and videos are for their personal use in accordance with these Guidelines. Accredited individuals can post a photograph (but not any video) which may include an Olympic Sponsor's logo, product or service at the Olympic Winter Games provided that such inclusion is natural and authentic.

Accredited individuals can use "collabs" to post photographs (not video) with an Olympic Sponsor, with their NOC, IF, national federation, continental association, professional league, the Association of National Olympic Committees ("ANOC") or the Organizing Committee (Fondazione Milano Cortina 2026), on the condition that the post is non-commercial (unless the collab is with an Olympic Sponsor as expressly authorized in the Guidelines). In addition, on photographs (not video) accredited individuals may tag any of these organisations and/or use hashtags of Olympic Sponsors or their products or services or any other non-commercial hashtags such as #MilanoCortina2026, #Olympics.

A "collab" allows you to natively post with another account so the exact same content appears across both accounts, currently only available on Instagram.

Accredited individuals cannot post videos using collabs with any of the above entities.

In addition, accredited individuals can use collabs or otherwise distribute their content to the media rights-holder in their country. Official media rights-holders in their country can support and help engage further with fans and followers by distributing photos and videos.

Accredited individuals can tell fans to tune-in to the sports competition on the official media rights-holder of their country (e.g. watch women's ice hockey tonight on X channel) and can tag the media rights-holder in the post.

Accredited individuals cannot otherwise distribute their content to a third party or its social media account or digital platform.

- **Can accredited individuals use professional equipment to record content?**

No, accredited individuals can only use their personal mobile phone.

- **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, accredited individuals cannot record and share a video of the athlete on the podium receiving their medals.

- **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 except, for photographs only, of an Olympic Sponsor’s logo, product or service at the Olympic Winter Games. 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.

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

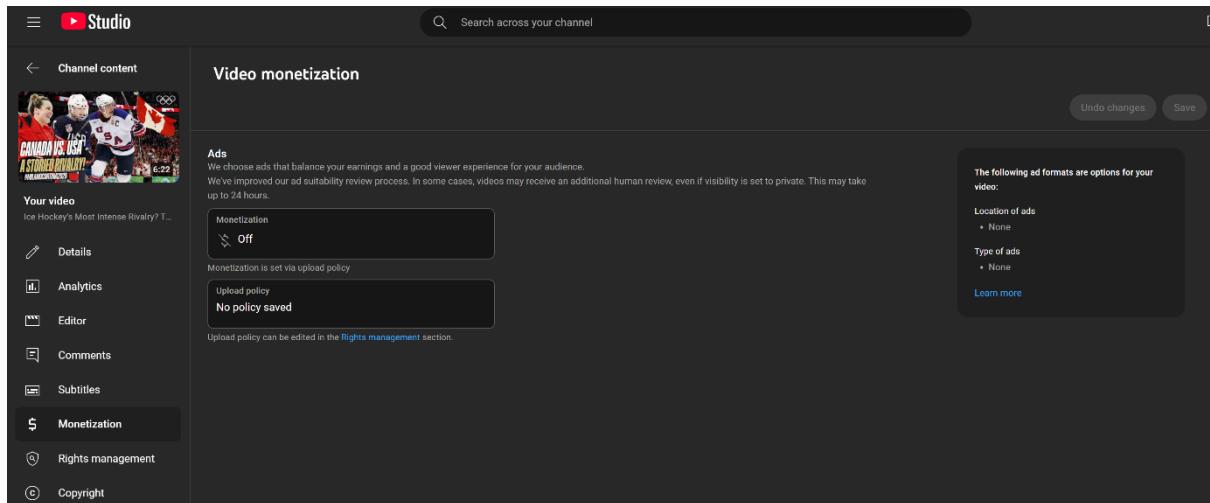
Each social media platform will have a policy on which accounts are eligible for monetization (e.g., minimum number of followers, verified account, etc.).

Where an individual’s account is eligible for monetization, (e.g. advertising, paid partnerships), the accredited individual must turn off all forms of monetization around all content posted in accordance with these Guidelines. Below are some resources for turning off monetization during 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

1. Sign in to YouTube.
2. Go to [YouTube Studio](#).
3. In the left Menu, select **Content**.
4. Next to the relevant video, click **Monetization**.
5. Click **Off** in the monetization drop-down menu
6. 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 for that video
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

1. Go to your settings in the Instagram app
2. Select Creator tools and controls or Business tools and controls
3. Tap Ad placements
4. Toggle off Ads on Reels, Ads in profile feed (or both)

X - Turn off monetization on Amplify

See the policy in the hyperlink above.

TikTok

See the policy in the hyperlink above.

Can NOCs, IFs, national federations, continental associations, the ANOC, professional leagues or Olympic Sponsors share/repost on their respective official social media accounts content posted by accredited individuals pursuant to these Social Media Guidelines?

Yes, NOCs, IFs, national federations, continental associations, the ANOC, professional leagues and Olympic Sponsors can:

- share/repost on their official account content (both videos and photographs) posted by accredited individuals in compliance with these Guidelines
- accept collabs from accredited individuals to post photographs (not videos) posted by accredited individuals in compliance with these Guidelines and/or
- create photo galleries on their official accounts of photos posted by accredited individuals in compliance with these Guidelines

provided that such shares/posts/collab are not commercial (except, for photographs only, an Olympic Sponsor's logo, product or service at the Olympic Winter Games).

NOCs, IFs, national federations, continental associations, the ANOC, professional leagues and Olympic Sponsors may not natively post, edit or aggregate (meaning downloading a selection of content posted by an accredited individual, then posting it on the organisation's official account) any content posted by an accredited individual pursuant to these Guidelines on their respective official accounts.

Questions

- If an accredited individual has any questions about the Social Media Guidelines, please contact iocsocialmediaguidelines@olympic.org.